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**UNIVERSITY OF SWAZILAND**

**SUPPLEMENTARY EXAMINATION PAPER**

**PROGRAMME: BSc. in Agric. Economics and Agribusiness Management Year 4**

**COURSE CODE: AEM 408**

**TITLE OF PAPER: AGRIBUSINESS MANAGEMENT**

**TIME ALLOWED: TWO (2) HOURS**

**INSTRUCTION: 1. ANSWER ALL QUESTIONS**  
**2. EACH QUESTION CARRIES TWENTY FIVE (25) MARKS**

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CHIEF INVIGILATOR**

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**Question 1**

- a. What is the importance of financial management in an agribusiness firm? (9 marks)
- b. What criteria is used should agribusiness manager use to select the financial ratios firm will monitor? (6 marks)
- c. Describe the agribusiness sector in Swaziland. ( 10 marks)

**Question 2**

- a. Why is it important for an agribusiness firm to analyze its competitors? How is this analysis carried out? (10 marks)
- b. Describe the promotional strategy process of marketing. (15 marks)

**Question 3**

- a. Which questions needs to be asked by an agribusiness manager when considering the possibility of acquiring additional financial resources (capital)? (10 marks)
- b. Management is defined as the art and science of successfully pursuing desired results with the resources available to the organization. Explain. (10 marks)
- c. Describe the element of “mutual mandate” in a partnership. What are its implications in a partnership business? (5 marks)

**Question 4**

- a. Describe the human resource control technique of management for an agribusiness. (10 marks)
- b. Differentiate between a sales oriented firm and a market oriented firm. (15 marks)