



“Investing in Africa’s future”

COLLEGE OF HEALTH AGRICULTURE & NATURAL SCIENCES

NAEC201: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

END OF SECOND SEMESTER FINAL EXAMINATIONS

APRIL 2023

LECTURER: DR K. MUKUMBI

DURATION: 3 HOURS

INSTRUCTIONS

Answer ALL Questions in Section A

Answer TWO Questions in Section B

SECTION A

Answer all questions in this section

QUESTION 1

Prepare a 2-page essay for the local newspaper explaining to readers what Agribusiness Management is about. Your response should include the following information:

- a) Definition of Agribusiness Management (2 marks)
- b) Explanation of the distinguishing features of the Agribusiness Marketplace or sector. (18 marks)
- c) Examples of 5 potential career opportunities in Agribusiness Management. (5 marks)

QUESTION 2

- a) You are an agribusiness loan officer. You have been asked by some tomato producers to write a 2-page essay with tips on how to prepare a successful loan application to a bank. (25 marks)

SECTION B

Answer TWO questions in this section

QUESTION 3

The Surrey Group is one of Zimbabwe's largest privately-owned integrated beef and chicken abattoirs specialized in beef, processed meat, and chicken production and distribution. They intensively breed, wean and feed beef cattle on pasture and feedlot until slaughter; raise and fatten broiler chicken for processing in the company's chicken abattoir, and grow crops such as maize and irrigated pasture for livestock feed. Feedlot and abattoir byproducts are made into compost used as an organic fertilizer for cropping, pasture, and orchard. They also have their own retail stores where they sell a variety of meat products.

- a) What are the advantages to Surrey of setting up their own retail stores?

(4 marks)

- b) What are the advantages to Surrey of producing their own livestock feed and fertilizer? (4 marks)
- c) What are the disadvantages to Surrey of vertical integration? (4 marks)
- d) Describe 5 strategies an agribusiness manager at Surrey can implement to ensure production of good quality products? (9 marks)

QUESTION 4

Read the passage below and answer the questions that follow

Bwanje Valley Rice Cooperative is a small-scale rice processing scheme established in 2004. It is located in Mtakataka, Dedza approximately 100 km from the capital Lilongwe. The Cooperative has 2067 members comprising 1078 women and 979 are men. The Cooperative mills and processes Kilombero Rice which they buy from small scale farmers surrounding the rice scheme and most of them are members of the cooperative. Due to some administrative challenges, the cooperative was non-operational up until 2017 when it re-started its operations. In that year (2017) they produced over 2000 metric tonnes of kilombo rice which they managed to sell to shops like Spar, Sana supermarket and M & A General Investments.

Bwanje Rice Cooperative is one of the beneficiaries of the trainings and capacity building sessions that MITC has been conducting through the EIF project. Of particular importance to the cooperative, is the training they received from MITC in 2017 on the importance of packaging and labeling of products.

According to the Vice Chairperson of the Cooperative, Fidelis Sauka, before the training on best practices for packaging of products, the cooperative was only packing their rice in plain packets without any labeling. This obviously made their product unidentifiable on the shelves as well as there was little to no awareness of their brand.

‘At first we didn’t have the expertise of how we can package our rice to be able to compete on the market. Our rice was packed in plain packets that were not labeled and branded. This affected the competitiveness of our product and we lost out some markets because of this. But now after attending a training on Packaging and Labeling organized by MITC through the EIF project we have tremendously improved our packaging. We even received good feedback when we participated in the 2018 Malawi International Trade Fair in Blantyre.’ Explained Sauka.

Sauka is happy that their new packaging has been approved by the Malawi Bureau of Standards and soon they will receive a certification from them. MBS being the national standards body has been accredited internationally and this gives Bwanje Rice Cooperative an advantage of marketing their products since they will have a certification from the bureau.

‘We are also excited that the Malawi Bureau of Standards have been to our factory to do their assessments on our rice and soon we will be given a certification because we have passed all the requirements that are needed.’ Narrates Sauka.

The Cooperative is making huge impact in the surrounding community. With membership of over 2000 people, they have employed some support staff who are helping them in milling and grading of the rice.

- a) What is a cooperative? (2 marks)
- b) List 5 advantages of cooperatives and 3 disadvantages of cooperatives.
Present your answer in table format. (8 marks)
- c) Give 10 best practices in human resources management that can be applied to an agribusiness. (5 marks)
- d) What factors influence the legal form that an agribusiness will select? (10 marks)

QUESTION 5

- a) What are the 7 P's of marketing? (7 marks)
- b) How will you apply the 7 P's to your work as an agribusiness manager? (18 marks)

End of Examination Paper