



*“Investing in Africa’s future”*

**COLLEGE OF HEALTH, AGRICULTURE AND NATURAL  
SCIENCES**

**NAEC 406: AGRIBUSINESS MANAGEMENT**

**NOVEMBER 2021**

**LECTURER: MRS. R. MUCHANYUKA**

**DURATION: 5 HOURS**

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**INSTRUCTIONS**

1. Choose and Answer **ONE** Question Only
2. Answer in Essay form
3. DO NOT Repeat Material

### **QUESTION 1**

- a) As an Agribusiness manager, explain the risks that you are likely to incur in your business and how you can manage them. [60]
- b) With an aid of an agribusiness of your choice, explain with examples the marketing mix. [40]

### **QUESTION 2**

- a) Information Technology helps the agribusiness to become more efficient. Discuss! [50]
- b) With an example, illustrate how an agribusiness manager carries out the supply chain management of a horticulture production farm. [50]

### **QUESTION 3**

- a) With a business form of your choice, explain how you will start an agribusiness of your choice indicating its advantages and disadvantages. [50]
- b) You have graduated from school and you want to start a piggery project. Explain how you will carry out the operations management for the project. [50]