

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF AGRICULTURE AND ENVIRONMENTAL SCIENCE

Department of Agricultural Economics, Education and Extension
BSc Agricultural Science (Honours) Part II Examination

AGRIBUSINESS AND ENTREPRENEURSHIP

AGM223

3 HOURS (100 Marks)

June

INSTRUCTIONS

Answer any **FOUR** questions. Each question carries **25 marks**.

JUN 2023

- 1) Compare and contrast the classical, human relations and contemporary theories of management as they relate to agribusiness. **[25 marks]**
- 2) "The scope of agribusiness is complex." Explain this statement in detail using Goldberg's (1953) framework. **[25 marks]**
- 3) a) Give an example for each of the following:
 - i. business policy **[3 marks]**
 - ii. business objective **[3 marks]**
 - iii. mission statement **[3 marks]**

b) Discuss SWOT analysis as used in the analysis of the agribusiness environment. **[16 marks]**
- 4) Describe the following agribusiness functional areas:
 - i. The accounting function **[5 marks]**
 - ii. The financial function **[5 marks]**
 - iii. The public relations function **[5 marks]**
 - iv. The purchasing function **[5 marks]**
 - v. The marketing function **[5 marks]**
- 5) Discuss the barriers to farming entrepreneurship under any 5 of the following subheadings: **[5 marks each]**
 - a) Poor or absent infrastructure
 - b) Unsupportive laws and regulations
 - c) Lack of financial support
 - d) Lack of training facilities
 - e) Lack of support services and trained extension staff
 - f) Marketing constraints
- 6) Explain in detail the essential elements of an agribusiness plan. **[25 marks]**

End of Paper