



Faculty of Life Sciences

Department of Animal Science and Crop Science

LCS 2204 Entrepreneurship in Agriculture

2019 JUNE EXAMINATIONS

Duration: 3 Hours

Examiner: Miss Olga Mapanje

INSTRUCTIONS TO CANDIDATES

1. Answer **ALL** questions in **Section A** and any two questions in **Section B**.
2. Start the answer to each full question on a fresh page.
3. Each question carries **20 marks**.
4. This question paper comprises 3 printed pages including cover page.

SECTION A: ANSWER ALL QUESTIONS**QUESTION A1**

- a) Compare and contrast the business dimensions of an agripreneur and those of an agribusiness manager. **[12]**
- b) Explain the following terms:
- i. Concept development **[2]**
 - ii. Resourcing **[2]**
 - iii. Innovation **[2]**
- c) Give any 2 reasons why 'innovation' is needed by an entrepreneur. **[2]**

QUESTION A2

State and explain some of the most critical factors that favour growth of entrepreneurship in the agricultural sector of Zimbabwe. **[20]**

QUESTION A3

- a) What is the role of entrepreneurship in economic development? **[10]**
- b) With the aid of the Ansoff matrix, explain how the levels of risk that are associated with agribusiness opportunities may be assessed. **[10]**

SECTION B: ANSWER ANY TWO QUESTIONS**QUESTION B1**

The marketing mix refers to the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. McCarthy calls them the 4Ps of marketing. Describe how these 4Ps could be used to enhance agricultural entrepreneurship in Zimbabwe. [20]

QUESTION B2

The business planning process helps agripreneurs shape their original vision into a better opportunity by raising critical questions, researching answers for those questions, and then answering them. Give an outline of the entrepreneurial decision making process, explaining the steps involved in setting up an agricultural business enterprise. [20]

QUESTION B3

Entrepreneurship, value chains and market linkages are terms that are being used more and more when talking about agriculture and farming. Discuss the major factors that lead to a successful entrepreneur. [20]

END OF QUESTION PAPER!!!