

GWANDA STATE UNIVERSITY



FACULTY OF LIFE SCIENCES

DEPARTMENT OF CROP SCIENCES

BACHELOR OF SCIENCE HONOURS DEGREE IN CROP SCIENCE

Agricultural Business Management

LCS 4204

First Semester Final Main Examination Paper

September 2021

This examination paper consists of 3 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: J.P. Musara

INSTRUCTIONS

1. Answer **all** questions in Section A
2. Answer **two** questions in Section B

MARK ALLOCATION

QUESTION	MARKS
SECTION A	60
SECTION B	40
TOTAL ATTAINABLE MARKS	100

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SECTION A: ANSWER ALL QUESTIONS

1. Explain the following concepts:
 - a. Strategic planning; [4]
 - b. Financial management; [4]
 - c. Competition; [4]
 - d. Systems thinking; and [4]
 - e. Time value of money. [4]

2. Explore the scope of the communication function in agricultural business management. [8]

3. a. Complete the following agribusiness growth matrix:

		MARKETS	
		Present	New
PRODUCTS	Present	A	D
	New	B	C

- b. Using examples, explain how appropriate strategies in cells A and C can drive the growth of an agricultural business entity. [4]
4. Using examples explore steps in the generic decision-making process. [6]
5. Briefly discuss the value chain perspective that operational effectiveness is not strategy in the context of small agricultural businesses. [12]
6. Using examples explore steps in the generic decision-making process. [10]

SECTION B: ANSWER TWO QUESTIONS

6. Discuss the extent to which the evolution of agricultural business stakeholder networks has led to the progress towards attainment of household food security in communal areas of Zimbabwe. [20]
7. Explain agricultural business management under the following headings:
 - a. Value chain financing; [4]
 - b. Business models; [4]
 - c. Digital technologies; [4]

- d. Profitable growth; and [4]
 - e. Climate change resilience. [4]
8. Using examples, examine how any four agricultural policy instruments have impacted on the small processing agricultural businesses in post-independence Zimbabwe. [20]
9. Explain the consequences of a laissez-faire fairness enforcement approach on the effectiveness of competitive strategies for an emerging player in a crop-livestock integrated platform. [20]

END OF EXAMINATION PAPER