FACULTY	AGRICULTURE, ENGINEERING AND NATURAL RESOURCES		
DEPARTMENT	ANIMAL PRODUCTION, AGRIBUSINESS AND ECONOMICS		
SUBJECT	AGRIBUSINESS MANAGEMENT		
SUBJECT CODE	AEA 3882		
DATE	NOVEMBER 2023		
DURATION	3 HOURS	MARKS	100

FIRST OPPORTUNITY EXAMINATION

Examiner: Ms. C. D. Kandjii

Moderator (Internal): Mr. J. Muzanima

Moderator (External): Dr. T. Moyo

This question paper consists of three (3) pages including this front page

Instructions

- Answer all questions
- All questions carry equal marks (20 marks each)
- Please write legibly and number your questions clearly
- Show your calculations to two decimal places

UNIVERSITY OF NAMIBIA EXAMINATIONS

Question 1 **(20)**

a) Discuss the agricultural and industrial revolutions. (10)
b) Discuss the nine marketing functions (10)

Question 2 (20)

(a) Explain Porter's generic strategies in relation to the industry lifecycle. (5)
(b) Discuss the prerequisites to an Efficient Economic System. (10)
(c) Explain the marketing approach. (5)

Question 3 (20)

a) Outline five barriers to consumer satisfaction. (5)
b) What is the difference between cost advantage and differentiation advantage? (5)
c) Discuss the roles of marketing in the future of agribusiness. (10)

Question 4 (20)

You are employed by Standard Bank Namibia in the agricultural credit department and your primary role is to assess the loan applications. Tjipangandjara farm has approached the bank for a N$ 100,000 loan. Based on their financial statement provided below analyse the farms' financial position by means of the following ratios and interpret them:

Tjipangandjara Farm Sheet as of November 2023			
Assets (N$)		Liabilities (N$)	
Current Asset		Current Liabilities	200,000.00
Cash	100,000.00		
Inventory	100,000.00		
Account Receivables	100,000.00		
Total Current Assets	300,000.00	Total Liabilities	200,000.00
Non-Current Assets	200,000.00	Owner's Equity	100,000.00
Total Assets	500,000.00	Total Liabilities + Equity	500,000.00

a) Current ratio = Total Current Assets/ Total Current Liabilities? (4)
b) Quick ratio = (Total Current Assets – Inventory)/ Total Current Liabilities? (4)
c) Debt-to-assets ratio -Total Liabilities/Total assets? (4)
d) Debt-to-Equity ratio =Total Liabilities / Own Capital? (4)
e) Based on your analysis, would you recommend Standard Bank to grant the loan? (4)

Question 5 (20)

a) Outline the role of an agribusiness manager. (5)
b) Discuss the four functions of management. (10)
c) Explain the Porter value chain analysis. (5)

GOOD LUCK!!!