

CENTRAL UNIVERSITY



END OF SECOND SEMESTER EXAMINATION, 2020/2021

INDEX NO:

CENTRAL BUSINESS SCHOOL
DEPARTMENT OF AGRIBUSINESS MANAGEMENT

CBFW 108

INTRODUCTION TO AGRIBUSINESS MANAGEMENT

ALL SESSIONS

17TH SEPTEMBER, 2021

TIME: 2.5 HOURS

INSTRUCTIONS

1. Section A: **CIRCLE** the correct answer on the Question Paper.
2. Section B: Answer any **TWO** questions in the answer booklet provided

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THE INVIGILATOR

SECTION A: ANSWER ALL THE QUESTIONS FOR 60 MARKS ON THE QUESTION PAPER

Part I: Circle the Correct Answer

- 1) Most fertilizer dealers in Africa are concentrated in the urban or semi-urban areas than in the rural interior areas.
A. True B. False
- 2) Continued government procurement and distribution of inputs does not undercut private markets, and increase the uncertainty of agricultural input marketing.
A. True B. False
- 3) Some agribusiness input firms specialise in pest management and also provide management services to the production agriculturist for a fee.
A. True B. False
- 4) The agribusiness input sector in Ghana is controlled largely by big, independent foreign owned businesses at the distribution end.
A. True B. False
- 5) The emphasis of integrated pest management is on controlling pests rather than attempting to eradicate them altogether.
A. True B. False
- 6) Technological requirement increases as the degree of raw material transformation rises.
A. True B. False
- 7) The processing function is sometimes **not** included in the list of marketing function because it is a form changing activity.
A. True B. False
- 8) Improved genetics in the seed and livestock industry is a major factor contributing to the productivity improvement in the production sector.
A. True B. False
- 9) The distance travelled to purchase agricultural inputs raises the cost of inputs to farmers.
A. True B. False
- 10) Africa's consumption of agricultural inputs is comparatively high.
A. True B. False
- 11) Apart from the seed of cereals and some other food crops, most of the improved seed particularly vegetable seeds are produced locally.
A. True B. False

- 12) Agribusiness is normally associated with large-scale farming enterprises or establishments involved in large-scale food production, processing, distribution and quality control of agricultural products and not smaller agriculture-related enterprises.
 A. True B. False
- 13) Which of these is an agricultural commodity?
 A. Fertilizer B. Fibre C. Credit D. Processing facility
- 14) The process of cutting and gathering of crops is called.....
 A. harvesting. B. threshing. C. winnowing. D. pruning.
- 15) The demand for fertilizer and chemicals is a..... demand.
 A. competitive B. derived C. composite D. joint
- 16) Which of the following is **not** a post-planting operation?
 A. Harrowing. B. Shading. C. Filling-in. D. Watering.
- 17) Transportation belongs to function of marketing.
 A. research B. exchange C. physical D. facilitating
- 18) The process of collecting, interpreting, and disseminating information relevant to marketing decisions is known as
 A. risk bearing. B. market intelligence. C. standardization. D. financing.
- 19) Ensuring the availability of the products and services when required by the customers is..... utility.
 A. time B. place C. form D. possession
- 20) Which agribusiness perspective visualizes agribusiness as a vertical 'slice' of an economy comprising many parts?
 A. Sectoral B. Product C. Industry D. Systems
- 21) Given below are statements about how to significantly improve prices and availability of fertilizers in landlocked countries.
 i. developing business linkages with importers in coastal countries.
 ii. developing multi-country fertilizer markets by improving transportation links
 iii. designing country specific fertilizer.
 Choose the correct combination of statements
 A. i, iii B. i, ii C. ii, iii D. i, ii, iii
- 22) Herbicides constitutes about..... of all pesticide sold.
 A. 90% B. 80% C. 25% D. 15%

- 23) Providing customers with the goods and services they need and educating them on those goods and services so they can make an informed buying decision is
- A. marketing B. advertising C. selling D. promotion
- 24) Transportation belongs to function of marketing.
- A. research B. exchange C. physical D. facilitating
- 25) The pests that cause losses in yield beyond acceptable proportions are known as pests.
- A. biological B. economic C. primary D. secondary
- 26) The sector is made up of the businesses that supply resources to be used by the production agriculturist.
- A. distribution B. processing C. production D. input
- 27) High interest rate and stringent requirements make it difficult for fertilizer businesses to access finance for business development.
- A. quarantine B. collateral C. human capital D. registration
- 28) The use of crop rotation in disease control is a method.
- A. biological B. cultural C. chemical D. integrated
- 29) Proper checking and regulation are needed to ensure truth-in-labelling and of fertilizer at the point of sale.
- A. Type B. form C. quality D. nature
- 30) Fertilizer is aintensive commodity, hence the lack of technical knowledge on the part of dealers restricts the development of the fertilizer business.
- A. knowledge B. labour C. technical D. derived
- 31) is a blend of plant or animal debris broken down by natural processes.
- A. Inorganic fertilizer B. Organic fertilizer C. Compost D. Manure
- 32) Feed represents between percent of the total costs of production in poultry enterprise.
- A. 40-50 B. 50-60 C. 60-70 D. 80-90
- 33) Level I transformation of raw materials include all **but** which of the following?
- A. Cleaning B. Storage C. Cutting D. Grading
- 34) Which of the following is **not** a subsector of Ghana's agribusiness production sector?
- A. Cocoa B. Forestry C. Textile D. Fisheries

- 35) Which of these is **not** a reason for carrying out tillage?
- | | |
|--------------------------------|----------------------------|
| A. Soil and water conservation | C. Control of weeds |
| B. Control of diseases | D. Increases soil aeration |
- 36) As the price of nitrogen fertilizer increases relative to the price of maize, the quantity of fertilizer used will most likely
- | | |
|-------------------|---------------------|
| A. decrease. | C. increase. |
| B. stay the same. | D. become negative. |
- 37) A premixed feed processor should target.....
- | | |
|----------------------|----------------------|
| A. sheep farmers. | C. cattle ranchers. |
| B. small feed users. | D. large feed users. |
- 38) The term Agribusiness was conceived in by John Davis and Ray Goldberg, two Harvard Economists, in the book “.....”
- | | |
|-------------------------------------|-------------------------------------|
| A. 1967; The dawn of Agri-business | C. 1957; A concept of Agri-business |
| B. 1967; A concept of Agri-business | D. 1967; The dawn of Agri-business |
- 39) Which one of the following is a source of agricultural credit?
- | | |
|---------------------------|----------------------|
| A. Agricultural projects. | C. Individuals. |
| B. Commercial lenders. | D. All of the above. |
- 40) Which of these is **not** a facilitator in the agribusiness input sector?
- | | |
|------------------------|------------------------------------|
| A. Accreditation board | C. Environmental Protection Agency |
| B. Veterinary service | D. Ghana Standards Authority |
- 41) Farming without the aid of artificial inputs such as pesticides, chemical fertilizers and genetically-engineered seeds is known as...
- | | |
|-------------------------|---------------------------------------|
| A. organic agriculture. | C. small-scale farming. |
| B. subsistence farming. | D. non-capital-intensive agriculture. |
- 42) The differences in agricultural and agribusiness development between countries and regions of the world can best be explained by the....
- | | |
|---------------------------------------|---|
| A. size of farm lands. | C. intensity of input use per unit of land. |
| B. climatic conditions of the region. | D. number of people engaged in farming. |
- 43) A harsh environment is one outside the comfort zone of poultry birds and they include all **except**
- | | |
|------------------------------|---------------------------------------|
| A. inadequate ventilation. | C. presence of predators. |
| B. excessively strong winds. | D. high levels of harmful pollutants. |
- 44) The establishment of certain quality and quantity standards or specifications for products is known as ...
- | | |
|---------------------|-------------------------|
| A. standardisation. | C. gradation. |
| B. product control. | D. product development. |

- 45) Which of these is not a factor to consider in inventory management?
- | | |
|--------------------------|-------------------------|
| A. Storage capacity. | C. Physical facilities. |
| B. Customer requirement. | D. Finance. |
- 46) Which among the following is not a level III processing activity?
- | | |
|-------------------|--------------------|
| A. Texturization. | C. Pasteurization. |
| B. Dehydration. | D. Extraction. |
- 47) in rural areas is a factor that also discourages the development of agricultural input supply businesses.
- | | |
|------------------------|----------------------|
| A. Physical insecurity | C. Physical security |
| B. Food insecurity | D. Food security |
- 48) The input dealers that operate from a fixed location and frequently sell multiple types of agribusiness inputs are known as
- | | |
|-----------------------|---------------|
| A. table-top dealers. | C. retailers. |
| B. wholesalers. | D. stockists. |
- 49) The following are all advantages derived from confining poultry birds **except**:
- A. Reducing the cost of production.
 - B. Providing protection from predators.
 - C. Increasing the cost of production.
 - D. Increasing the number of birds maintained by same labour.
- 50) Which of the following is **not** an old feature of the development of crop production?
- A. Improvement of crop yields through plant breeding.
 - B. Stirring the soil to form a seedbed.
 - C. Protecting the crop from natural enemies.
 - D. Gathering, processing and storing the product.
- 51) Which of the following is a beneficial effect of weeds?
- A. Reduce crop yield.
 - B. Compete with the crops for water, minerals and sunlight.
 - C. Provide mineral nutrients to crops.
 - D. Harbour pests and diseases.
- 52) If Gratis Foundation manufactures processing machines that processes food products faster regardless of whether or not customers want speed, then Gratis Foundation has characteristics associated with orientation.
- A. production
 - B. selling
 - C. societal marketing
 - D. product

Part II: Complete the following Sentences

- 53) The harmonious interaction between the stock of birds and the person responsible for their daily care is termed as
- 54) The pest control legislation requires that propagation materials imported from other countries must be accompanied by a certificate
- 55) Agribusiness describes this interdependence between agriculture and
- 56) The *main objective* of agribusiness in most developing countries is to develop a competitive and private sector-led agribusiness sector.
- 57) The most observable features of a market are its pricing and processes.
- 58) Consumers buying behaviour is influenced by, social, and personal factors.
- 59) The function adds form utility by changing the raw material into finished products.
- 60) The function of buying and selling helps in the transfer of ownership of goods from one person to another in the marketing system therefore providing possession utility.

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

- 1) a. Define the following terms.
- i. Marketing. (2 marks)
 - ii. Agricultural marketing. (2 marks)
 - iii. International trade. (2 marks)
- b. What are the **two** divisions of agribusiness exports in Ghana? (2 marks)
- c. Explain the following.
- i. Product orientation to marketing. (3 marks)
 - ii. The sales orientation. (3 marks)
 - iii. Production orientation. (3 marks)
 - iv. Societal marketing orientation. (3 marks)
- 2) a. Outline **five** characteristics of large commercial agricultural producers. (5 marks)
- b. Outline any **four** practices a poultry farmer must undertake to maximise profit. (4 marks)
- c. Give **four** ways by which disease can be prevented on a poultry farm. (4 marks)
- d. State any **four** of the principles of poultry production. (4 marks)
- e. What are the **three** elements of good poultry health management? (3 marks)
- 3) a. Enumerate in any **five** of the principles of crop production. (5 marks)
- b. Give **three** reasons why it is necessary to store agricultural produce. (3 marks)
- c. State **three** means by which cultivated crops are spread. (3 marks)
- d. List **three** methods used in controlling insect pests. (3 marks)
- e. List any **two** types of tillage operations. (2 marks)
- f. Explain the following
- i. Sexual propagation (2 marks)
 - ii. Asexual propagation (2 marks)