

EASTERN UNIVERSITY, SRI LANKA
SECOND YEAR FIRST SEMESTER EXAMINATION IN AGRICULTURE- 2016
EC: 2101 AGRIBUSINESS MANAGEMENT

Answer All questions

Time: 2 Hours

1. a. Briefly explain the term "Investment Analysis" and briefly explain any 3 methods for analyzing and comparing investments.
- b. Find the most profitable investment by using the Payback period and Simple Rate of Return methods using the information given below for investments A and B. Initial cost of the investment is Rs. 10, 000 and the annual depreciation is Rs. 2000.

<u>Year</u>	<u>Investment A</u>	<u>Investment B</u>
	<u>Net cash revenue (Rs.)</u>	<u>Net cash revenue (Rs)</u>
1	3000	1000
2	3000	2000
3	3000	3000
4	3000	4000
5	3000	6000

(30 Marks)

2. a. Briefly discuss the dual theories "The Theory X and Theory Y" about human behavior.
- b. "One of the most popular and widely used framework for the study of Leadership is managerial Grid Concept". Illustrate Managerial Grid using clearly labeled diagrams.

(20 Marks)

3. a. List the different types Organizational forms in Agribusiness and briefly explain any two of them.
- b. "The Job assigned to a person should be defined in terms of Job Specification and Job Description". Explain this statement.

(20 Marks)

4. a. What do you understand by "Marketing efficiency"? and discuss the different dimensions used to measure marketing efficiency.
- b. Explain the different components of a Strategic Marketing Plan.

(30 Marks)