

EASTERN UNIVERSITY, SRI LANKA

Second Year-First Semester Examination in Agriculture 2010/2011

EC 2101- Agribusiness Management

Answer All Questions

10 JUN 2011 Time: 02 hours

Q1)

- a) "Management is a set of functions directed at the efficient and effective utilization of resources of an organization".

Describe the **functions of management** in an Agribusiness Organization.

(10 Marks)

- b) "Managers within an organization can be differentiated by level and area".  
Discuss the **three important levels of managers** with appropriate examples.

(06 Marks)

- c) Compare and contrast three managerial roles that are required of all managers..

(09 Marks)

(Total 25 Marks)

Q2)

- a) "Planning is the process of setting goals, developing strategies, and outlining tasks and schedules to accomplish the goals".

Explain and elaborate **two parts of the planning process?**

(08 Marks)

- b) "Throughout the planning process, the manager is making decisions and solving problems, focusing on current decisions that will lead to future results".

Briefly explain the **stages of the planning process.**

(10 Marks)

- c) "Organizations establish many different types of plans, which includes strategic, tactical, and operational plans".

Explain these **three types of plans** with appropriate examples.

(07 Marks)  
(Total 25 Marks)

Q3)

- a) *Define Organizational structure and briefly describe the factors, which affect an effective organizational structure.*
- b) *Define departmentalization? and identify the five traditional methods of departmentalization.*
- c) Briefly discuss the **four categories of organizational structure adopted in organizations.**

(08 Marks)

(08 Marks)

(09 Marks)

(Total 25 Marks)

Q4)

- a) *What is Leadership? Describe briefly the importance of leadership to an organization.*
- b) Critically discuss the **power of leadership** with appropriate illustrations?
- c) (08 Marks)
- d) *"Controlling is the final link in the functional chain of management activities".*  
Briefly describe the **process of controlling?**

(09 Marks)

(Total 25 Marks)