

EASTERN UNIVERSITY, SRI LANKA
SECOND YEAR FIRST SEMESTER EXAMINATION IN AGRICULTURE- 2015
EC: 2101 AGRIBUSINESS MANAGEMENT

Answer All questions

Time: 2 Hours

1. a. Briefly discuss the dual theories "The Theory X and Theory Y" about human behavior.

b. Illustrate and briefly explain the different types of Formal Organizational Structures.
 (25 Marks)

2. a. What do you understand by the term "Volume Cost Analysis" and briefly explain the procedure involved.

b. For the following data on two project alternatives, find out the most profitable investment using Payback Period and Simple Rate of Return methods.

Investment alternatives		
Item	Project A	Project B
Capital outlay	Rs. 10, 000	Rs. 10, 000
Net cash revenues		
Year 1	2,500	4,000
Year 2	2,500	4,000
Year 3	2,500	4,000
Year 4	2,500	-
Year 5	2,500	-
Year 6	2,500	-
Annual depreciation	Rs.1, 667	Rs.3, 333

(25 Marks)

3. a. What do you understand by the term "Partnership" and explain the different kinds of Partnerships. What are the advantages and disadvantages of Partnerships?

b. What is meant by "Marketing Efficiency"? and explain the different dimensions of Marketing Efficiency.

c. "The right start, quick adjustment and future productivity depends on job Orientation". What is Job Orientation and explain the steps involved in it.

(30 Marks)

4. a. "Managers are designated Leaders, formally appointed by the chain of command that originates with ownership". What do you understand by the term "Leadership" and discuss the different styles of Leadership.

b. Briefly discuss the distinctive features of Agribusiness Management.

(20 Marks)