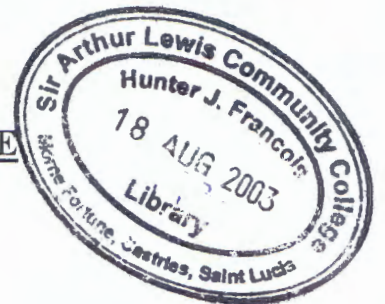


UF DAERI Past Papers



SIR ARTHUR LEWIS COMMUNITY COLLEGE
DIVISION OF AGRICULTURE



Final Exam Semester II – Certificate Students

Course: Farm Business & Marketing - (FBM512)

Date: /05/2003

#M15

Duration: 2 Hours

Please Answer any Question 1 and 2 and any other Three (3) Questions

1. a) List and briefly describe four (4) general types of records that should be kept in a well run livestock enterprise?

b) Describe what methods a farmer can use to value each of the following farm assets; a) a pasture, b) breeding animals, c) equipment d) feed and fertilizer

c) The balance sheet and profit and loss statement are the two accounting statements provided for a business at the end of its financial year. Describe the role of each in determining farm performance?
(18 marks)
2. a) List and explain three factors that affect the demand for agricultural goods.

b) The St. Lucian banana farmer produces bananas for consumers in the UK. What are the gaps that exist between the farmer and the UK consumer? How does marketing bridge those gaps?

c) Transport, storage and processing can be more difficult and expensive for agricultural goods. Describe three (3) factors that makes this so. **(16 Marks)**
3. a) Most farms in St. Lucia are sole proprietorships. Explain the advantages and disadvantages of this type of business structure.

b) What are the advantages of a private company over the sole proprietor as a business structure? Why is the private company more difficult to establish?
(12marks)
4. a) What are the main areas of information needed in conducting market research for an agricultural business? Discuss what information is required for each major area.

b) What are the 4 Ps of marketing? **(12 marks)**
5. a) Name three different types of credit institutions that a prospective farmer can go to for credit?



- b) Besides credit, describe any other three means of obtaining funds to start a new agricultural business?
- c) Give three reasons why developing a sound business plan is important in planning for a new business. **(12 marks)**
6. a) What is cash flow budget? Why is the cash flow budget necessary in preparing a business plan for a farm
- b) Describe three (3) sources of cash inflows and three (3) sources of cash outflows in a cash flow budget. **(12 marks)**
7. a) Discuss briefly how you would recruit labour for a new agricultural enterprise
- b) Discuss the means that a business owner can use to motivate their workers to be more productive and efficient. **(12 marks)**

