



VF JAGRI PAST PAPERS.

SIR ARTHUR LEWIS COMMUNITY COLLEGE  
Division of Agriculture  
Certificate Programme

#M26

Course: Farm Business and marketing  
Year: 2006

Duration: two and a half hours  
Semester: 2



Do any five questions

1.
  - a) What is budgeting?
  - b) Describe the three types of budgets used in planning for a business
  - c) What would be the normal sources of cash that flow into and out of an egg production business?
  - d) In your own words explain how the cash flow budget and the operational budget help a business in becoming more efficient?
2.
  - a) What are the physical marketing functions performed in marketing an agricultural product?
  - b) Using local examples, explain why these functions are more difficult and costly to perform in agriculture.
  - c) List and briefly describe the different types of consumer goods.
  - d) Explain the different categories of consumer goods that agricultural goods belong to. How does this affect the pricing and promotion of agricultural goods?
3.
  - a) Explain briefly how you would go about conducting market research for a named agricultural good.
  - b) How will the market research done help in the marketing of the good
  - c) Using local examples name and describe four (4) types of middlemen engaged in marketing agricultural goods in St. Lucia.
  - d) Which of the four types would you use to market each of the following; i. Pigeon peas, ii. Eggs, iii. Processed meat(ham etc). Give reasons for each of your choices.
4.
  - a) Name and describe five(5) sources that a new farmer can use to help finance his business
  - b) Explain in detail the factors that a bank or other lender would consider in deciding whether or not to lend money to a prospective farmer
  - c) Banks in St. Lucia and the Caribbean consider agriculture to be a very risky business to lend money to. Why do you think this may be so?
5.
  - a) What are the different types of legal structure that a new farm business can choose?
  - b) What are the advantages and disadvantages of each type?
6.
  - a) What is management?
  - b) List and describe the steps you would follow in preparing a business plan for a new farm
  - c) What are the four P's of marketing?

