

SIR ARTHUR LEWIS COMMUNITY COLLEGE

Division of Agriculture

END OF SEMESTER TWO EXAMINATION – MAY 2015/2016



PROGRAMME TITLE : General Agriculture – Certificate
COURSE TITLE : Farm Business Marketing
COURSE CODE : FBM108
DATE : 5th May 2016
TIME : 9:00 am
DURATION : 2 ½ hours
ROOM : Room 1 & 2
INVIGILATOR(S) :



INSTRUCTIONS:

Do ALL FIVE (5) QUESTIONS

INSTRUCTIONS: Do ALL FIVE (5) QUESTIONS

1. (a) Define the term "Production." 2 mks
 (b) List two productive activities that vegetable farmers engage in. 2 mks
 (c) State the categories of resources required for production to take place. 8 mks
 (d) Distinguish between the short run and the long run in production. 2 mks
 (e) Define the term 'Costs.' 2 mks
 (f) Use one figure to represent the following cost curves:
 (i) Total cost
 (ii) Total variable cost
 (iii) Total fixed cost. 4 mks
2. (a) What is the difference between marketing and selling? 3 mks
 (b) List five marketing activities 5 mks
 (c) Why is "relationship building" important in marketing? 3 mks
 (d) Distinguish between "mass marketing" and "niche marketing" 2mks
 (e) What is "customized marketing?" 2mks
 (f) "Customized marketing can prove challenging to farmers." Discuss. 5 mks
3. Good management is a crucial factor in the success of any business.
 (a) **Define** the term "management." 2 mks
 (b) State the three functions of a farm manager. 6 mks
 (c) What is "tactical management?" If you are the manager of a poultry farm, give an example of a tactical decision you would take regarding feeding the birds. 3mks
 (d) Give three reasons for keeping farm records. 6 mks
 (e) Comment on the statement "*Managers are paid to think.*" 3 mks
4. The following is a production function for a small enterprise. The input costs \$10.00 a unit and output is sold at\$5.00 a unit

Variable input	1	2	3	4	5	6
Output	18	32	42	50	51	50

- (a) Plot the total product curve 8 mks
 (b) Identify on the curve, the section representing: increasing marginal returns; decreasing marginal returns; negative returns. 6 mks

- (c) Calculate the value of the following at 4 units of input.
(i) Marginal product 3mks
(ii) Average physical product 3mks
- (d) Does it make economic sense to hire the fifth unit of input? Why? 3mks

5. (a) Define the term "Human resource planning." 2 mks
- (b) List four functions of a human resource manager. 4 mks
- (c) Define the term "Labour productivity." 2mks
- (c) State three ways in which the productivity of workers can be improved. 6 mks
- (e) Define the term "Staff turnover" 2mks
- (f) State two factors that contribute to high staff turnover in a business. 4 mks.

