

EASTERN UNIVERSITY, SRI LANKA

Second Year-First Semester Examination in Agriculture 2010/2011

EC 2101- Agribusiness Management



Answer All Questions

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.*

(08 Marks)

- b) *Define departmentalization? and identify the five traditional methods of departmentalization.*

(08 Marks)

- c) *Briefly discuss the four categories of organizational structure adopted in organizations.*

(09 Marks)

(Total 25 Marks)

Q4)

- a) *What is Leadership? Describe briefly the importance of leadership to an organization.*

(08 Marks)

- 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)