



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND TRADE

AGB 404: AGRIBUSINESS SUPPLY CHAIN MANAGEMENT

DATE: 29/7/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Define the following terms:
- i) Forward integration (2 marks)
 - ii) Conversion costs (2 marks)
- b) Discuss three forecasting techniques in supply chain management (6 marks)
- c) Differentiate supply chain management & value chain management (4 marks)
- d) Discuss major risks facing agricultural supply chains (4 marks)
- e) Explain three supply chain management enablers (3 marks)
- f) Discuss three bullwhip effect and its causes (6 marks)
- g) Explain three roles of transportation in supply chain (3 marks)

QUESTION TWO (20 MARKS)

- a) Researchers and practitioners examining exposure to risk have identified a set of key factors. Discuss. (4 marks)

- b) Elaborate **FOUR** factors hindering the entry of lower-income countries into global value (8 marks)
- c) Broad structural, demographic and institutional changes some associated with globalization and the uptake of new technologies will continue to alter the risk landscape, risk management practices, and their efficacy for different agri-food supply chains. Explain (8 marks)

QUESTION THREE (20 MARKS)

- a) Products can either be primarily functional or primarily innovative. Discuss (8 marks)
- b) Explain two numerous ways in which Supply chains can be classified (4 marks)
- c) Adding value to products can be accomplished in a number of different ways, but generally falls into one of two main types. Explain giving examples (8 marks)

QUESTION FOUR (20 MARKS)

- a) Explain four characteristics of supply chain management as stipulated by Mentzar as a management philosophy. (8 marks)
- b) Discuss giving an example in each case the benefits of a supply chain management. (12 marks)

QUESTION FIVE (20 MARKS)

- a) Assume that you are the managing director of WERU tea factory. Explain how you would manage your supply chain to be more efficient to process high quality tea . (10 marks)
- b) Define *globalization* and explain the role of agriculture in the global value chain (10 marks)