



# 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 414: AGRICULTURE VALUE CHAIN DEVELOPMENT AND PEACE ANALYSIS

DATE: 23/7/2019

TIME:2.00-4.00 PM

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## INSTRUCTIONS:

Answer question ONE and any other TWO questions

### QUESTION ONE (30 MARKS)

- a) Define the following terms
  - i. Agricultural value chain (2 marks)
  - ii. Value chain enablers (2 marks)
  - iii. Global value chain (2 marks)
- b) Explain three purposes of agricultural value chain (6 marks)
- c) Explain three main purposes of market research in value chain development (6 marks)
- d) Explain four agri-value chain business models that enable creation of value within market systems (6 marks)
- e) Using Porter's value chain approach, explain main secondary activities concerned with creation and delivery of services and products in a value chain (6 marks)

**QUESTION TWO (20 MARKS)**

- a) Explain five different institutional arrangements that improves the performance of value chains Kenya (10 marks)
- b) Kitui County identified mango and green grains value chains as priority chains that require upgrading. Suppose you are given a role as a value chain strategist, explain five potential upgrading strategies that you will employ to guarantee success of mentioned value chains (10 marks)

**QUESTION THREE (20 MARKS)**

- a) With necessary illustrations and examples, describe main steps in value chain analysis (10 marks)
- b) With an illustration, describe five food safety and quality management standards along the agricultural value chains for domestic and global markets (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) With relevant examples, describe five main functions of information management system in value chain development and management. (10 marks)
- b) The government of Kirinyaga County wishes to select a value chain to promote and develop. As a value chain expert, explain step by step on how you will select and recommend a suitable value chain(s) to be promoted by Machakos County (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Following Porter's competitive strategy, describe five factors critical for agricultural value chains to become and remain competitive (10 marks)
- b) Describe five common principles and practices that improve design and implementation of value chain development programs in Kenya (10 marks)