MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGB 414: AGRICULTURAL VALUE CHAIN DEVELOPMENT AND ANALYSIS

DATE: 20/1/2021   **TIME: 2.00-4.00 PM**

INSTRUCTIONS;
Answer question one and any other two questions

QUESTION ONE (30 MARKS)

a)   Differentiate between agricultural supply chain and agricultural value chains   (4 marks)

b)   With examples, explain four effects of COVID-19 on agricultural value chains   (4 marks)

c)   Explain four agri-value chain business models that enable creation of value within market systems   (4 marks)

d)   Describe how you will conduct a market research for an agribusiness enterprise   (8 marks)

e)   Using different honey value chain nodes and actors, explain why risk management is important in value chain management, explain the risks and measures to manage risks along and across agricultural value chains   (10 marks)

QUESTION TWO (20 MARKS)

a)   Using Porter's value chain approach, explain main primary activities concerned with creation and delivery of services and products in a value chain   (10 marks)

b)   Makueni County identified mango and green grains value chains as priority chains that require upgrading. Suppose you are given a role of 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 relevant examples, describe five main functions of information management system in value chain development and management (10 marks)

b) With an illustration, describe five food safety and quality management standards along the agricultural value chains for domestic and global chains (10 marks)

QUESTION FOUR (20 MARKS)

a) With necessary illustrations and examples, describe main steps in value chain analysis

(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) Explain five ways to ensure an agricultural value chain is sustainable (10 marks)

b) Explain five drivers of evolvement of agricultural value chains (10 marks)