



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT & TRADE)

AGB 414: AGRICULTURAL VALUE CHAIN DEVELOPMENT AND ANALYSIS

DATE: 10/12/2021

TIME: 2:00 – 4:00 PM

INSTRUCTIONS: Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Explain the following terms as used in value chain development
 - i. Value chain actor (2 marks)
 - ii. Value chain project cycle (2 marks)
 - iii. Chain enabler (2 marks)
 - iv. End market (2 marks)
- b) Explain four elements of information management in value chain development and management (4 marks)
- c) Explain five importance of value chain mapping (5 marks)
- d) Using Porter's value chain approach, explain five primary activities concerned with creation of value in an agricultural value chain (5 marks)
- e) Explain four types of business models that can support smallholder farmer's participation in agricultural value chains (8 marks)

QUESTION TWO (20 MARKS)

- a) Explain five types of upgrading applicable during value chain development citing examples. (10 marks)
- b) Explain five interventions that could help move towards sustainable development of agricultural value chains in Kenya (10 marks)

QUESTION THREE (20 MARKS)

- a) Describe the steps necessary for mapping an agricultural value chain, using a value chain of your choice and illustrations. (10 marks)
- b) Smallholder pig farmers are often not integrated into value chain development. Describe the two dimensions that can improve the position of pig farmers in a value chain. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five triggers of evolution of value chain development in developing economies (10 marks)
- b) The government of Kitui County wishes to select four value chains to develop and promote to help communities recover from adverse effects of COVID-19. Explain step-by-step on how to select four specific priority value chains to be promoted by the county government (10 marks)

QUESTION FIVE (20 MARKS)

- a) In the context of a dairy value chain, describe five roles of a facilitator during chain development process (10 marks)
- b) Describe how to evaluate end-market constraints and opportunities to support competitiveness of a poultry value chain in Kenya (10 marks)