



**MACHAKOS UNIVERSITY**

**University Examination for 2018/19 Academic Year**

**SCHOOL OF AGRICULTURAL SCIENCES**

**DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE**

**Supplementary examination for Bachelor of Science in Agribusiness Management and Trade**

**AGB 414: AGRICULTURAL VALUE CHAIN DEVELOPMENT AND ANALYSIS**

**Date**

**Time**

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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)