



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGB 414 : AGRICULTURAL VALUE CHAIN DEVELOPMENT AND ANALYSIS

DATE: 22/10/2020

TIME:8.30-10.30 AM

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## INSTRUCTIONS:

- Answer question ONE and any other TWO questions.

### QUESTION ONE (30 MARKS)

- a) Using examples, define:
- a consumer market.
  - a raw material market. (2 marks)
- b) i Describe four value additions generated from the development of an agricultural value chain. (4 marks)
- ii Describe one positive and one negative spill-over effect from the development of an agricultural value chain as from (i) above. (3 marks)
- iii Describe two food security threats said to arise from participation in value chains. (3 marks)
- c) i Describe how the rural poor can benefit from value chain participation other than via on-farm production. (3 marks)
- ii Describe four social norms which prevent women from participating in value chains, in many communities or societies. (4 marks)
- iii Describe two strategies which you, as a value chain planner, would use to ensure the role of women is strengthened within the value chain. (3 marks)
- d) Draw a generic value chain diagram showing the core members and the providers who form a broader value chain aggregate. (5 marks)
- e) Using examples, describe Public-Private Partnerships (PPPs) in value chains. (3 marks)

### **QUESTION TWO (20 MARKS)**

- a) Distinguish between the Structure-Conduct-Performance (S-C-P) and Neo-Institutional Approach to value chain analysis. (10 marks)
- b) Describe two interventions that could be incorporated to enhance Food and Nutrition security in the following components of the value chain:- (10 marks)
- i. Inputs
  - ii. Processing and storage
  - iii. Marketing and retail

### **QUESTION THREE (20 MARKS)**

- a) Supply chains “push” products from upstream, while in contrast, a value chain’s product is “pulled” by consumers. Fully discuss in terms of the overall supply and value chain. (7 marks)
- b) Describe four specific consumer needs a value chain seeks to meet in order to remain, or to become, competitive. (8 marks)
- c) Describe the various market opportunities which may be considered when selecting an agricultural value chain. (5 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Map a specific vegetable value chain and identify the role of all key actors or stakeholders in the various nodes. (10 marks)
- b) Describe the qualities of 3 critical partners who could contribute to the success of a value chain. (6 marks)
- c) Describe a value chain development strategy aimed at benefitting poor consumers. (4 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Discuss the main challenges in value chain management and development. (7 marks)
- b) Describe the following with respect to value chain development:-
- i. Product and process upgrading. (2 marks)
  - ii. Functional upgrading. (2 marks)
  - iii. Strengthening horizontal linkages. (2 marks)
  - iv. Strengthening vertical linkages. (2 marks)
- c) Describe a pro-poor value chain development intervention and how it could contribute to poverty reduction. (5 marks)