



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

MASTER OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGB 810: AGRICULTURAL VALUE CHAIN DEVELOPMENT AND MANAGEMENT

DATE: 22/2/2021

TIME: 9.00-12.00 PM

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## INSTRUCTIONS:

Answer Question ONE and any other TWO questions

### QUESTION ONE (20 MARKS)

- Differentiate between market research and consumer research as applied in value chain development (4 marks)
- Describe main components of inclusive market system (4 marks)
- Describe four roles of information communication and technologies (ICTs) in value chain management in Africa (4 marks)
- Describe two analytical shortcomings of value chain analysis and possible approaches to address the mentioned shortcomings (4 marks)
- Describe why a business enabling environment matters in agricultural value chains and possible mechanisms to create enabling business environment for agribusiness transformation in Africa (4 marks)

### QUESTION TWO (20 MARKS)

- Describe five reasons why market development matter in agricultural value chains (5 marks)
- Explain five tools that could help value chain specialists understand the role of gender dimensions in agricultural value chain development in Africa (5 marks)

- c) KALRO and development partners have developed various value chains suited for different ecological zones in Kenya. These value chains require facilitation and upgrading to improve performance. Using a specific value chain, describe how you will identify priority areas that need upgrading and advice on the appropriate approaches to upgrade the value chain (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Explain five competitiveness strategies that inform value chain design and implementation (5 marks)
- b) Marketing management is important tool in value chain management. Describe components of developing marketing strategies and plans (5 marks)
- c) Assume that you are a value chain developer on dry land cereals in Kitui County where farmers training is provided on developing new products through simple value addition techniques. You are expected to carry out a market research to identify possible opportunities and constraints. Describe how you will conduct this assignment (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) With examples, describe five financial instruments commonly used to finance agricultural value chains (5 marks)
- b) Describe five methods to promote quality management within the agricultural value chain (5 marks)
- c) Suppose that you are contracted by an International NGO to lead in a five year project on dairy value chain development. Describe five key requirements that your will consider prior implementation of the value chain (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain four roles of value chain facilitator (4 marks)
- b) Describe how you will apply the 6 C's to carry out end market research and tools for analysis (6 marks)
- c) The World Vision has implemented a 5-year value chain project on dairy development in Nyandarua and Meru Counties. You are consulted to conduct a good impact assessment of this project. Describe step-by-step how your will carry out this assignment indicating the performance indicators (10 marks)