



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND TRADE

AGB 414: AGRICULTURE VALUE CHAIN DEVELOPMENT AND PEACE ANALYSIS

DATE:

TIME:

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- Describe how you will carry a market research for an agribusiness enterprise Explain three purposes of agricultural value chain (10 marks)
- Explain four agri-value chain business models that enable creation of value within market systems (10 marks)
- 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)

- Explain five different institutional arrangements that improves the performance of value chains Kenya (10 marks)
- Makueni 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. Explain five ways to ensure value chain is sustainable (10 marks)
- b. Describe five common principles and practices that improve design and implementation of value chain development programs in Kenya (10 marks)