



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT**

COURSE CODE: AGB 3103

COURSE TITLE: AGRIBUSINESS VALUE CHAIN ANALYSIS

DATE: 4TH DECEMBER 2018

TIME: 8.30 – 10.30 A.M

INSTRUCTIONS TO CANDIDATES

Question **ONE** is compulsory.

Answer any other **THREE** questions.

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

- a) Highlight five differences between a value chain and supply chain. (5 Marks)**
- b) Describe the dynamic factors in value chain analysis framework. (6 Marks)**
- c) Explain four critical factors to consider in value chain selection. (8 marks)**
- d) Outline basic start-up issues when preparing for a value chain analysis. (6 Marks)**

QUESTION TWO

Citing a suitable example, explain the following agribusiness value chain analysis stages;

- a) Data collection. (8 Marks)**
- b) Value chain mapping. (7 Marks)**

QUESTION THREE

Outline the following in designing and implementing end market research in value chain analysis;

- c) Backward market research process. (6 Marks)**
- d) End market research mix. (9 Marks)**

QUESTION FOUR

Explain the following;

- e) Types of agribusiness value chain governance. (8 Marks)**
- f) Types of agribusiness value chain upgrading strategies. (7 Marks)**

QUESTION FIVE

Explain the following structural factors in value chain analysis framework;

- g) Horizontal linkages. (5 Marks)**
- h) Vertical linkages. (5 Marks)**
- i) Business enabling environment. (5 Marks)**

.....END.....