(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)
SCHOOL OF AGRICULTURE, VETERINARY SCIENCES AND TECHNOLOGY (SAVET)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR

MAIN EXAMS
OF
FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF SCIENCE IN SUGAR AND AGROPROCESSING TECHNOLOGY AND BACHELOR OF SCIENCE IN FOOD SCIENCE AND TECHNOLOGY

COURSE CODE: APR 413

COURSE TITLE; AGRICULTURAL PRODUCTS VALUE CHAIN MANAGEMENT

DATE: 23RD APRIL 2024 **TIME: 11:30-2:30 PM**

INSTRUCTIONS TO CANDIDATES

This paper is divided into two sections, **A and B**. Answer ALL Questions in SECTION A and any Two in SECTION B

MMUST observes ZERO tolerance to Examination Cheating

This Paper Consists of 3 Printed Pages. Please Turn Over

SECTION A (40 MARKS)

Answer ALL questions.

Q1. a) What is an Agricultural Value chain? (2 Marks)

b) State and explain FOUR importance of being in a farmer group (8 Marks)

Q2. a) Explain what SWOT stands for in relation to value chain analysis (2 Marks)

b) Illustrate what SWOT is in value chain analysis (8 Marks)

Q3. a) List sources of finance in a value chain and explain what they are (4 marks)

b) What is the goal/vision of the value chain (2 Mark)

c) Explain the following in relation to value chain management (4 Marks)

i) Production

ii) Quality control:

iii) Costing

iv) Distribution:

Q4. a) What are value chain enablers? (2Marks)

b) List and explain any FOUR value chain enablers' functions in a value chain (8 Marks)

SECTION B (40 MARKS)

Answer any 2 questions in this section.

Q5 Plot a Value Chain map from Input supply to consumption, who are the actors and what do they do? (15 Marks)

Q6. a) List any FIVE differences between a supply chain and a value chain (5 Marks)

b) List and explain any FIVE benefits of taking a value chain approach (10 Marks)

Q7a) Explain what Marketing mix is in relation to marketing (2 Marks)

b) List and explain the FOUR Ps of marketing (8 marks)

c) List FIVE variables used in market segmentation (5 Marks).

8 Discuss five elements that characterize the structure of a value chain (15marks)