

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF AGRIBUSINESS MANAGEMENT

AGBM 221: AGRIBUSINESS VALUE CHAIN ANALYSIS

STREAM:

TIME: 2 HRS

DAY: WEDNESDAY [11.30-13.30 P.M] ***DATE: 13/12/2023***

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS****QUESTION ONE: (30 marks)**

- a) Value chain analysis has become a valuable tool in determining where added competitive advantage can be created in agri-based industries. Discuss value chain challenges encountered in the agricultural input and production sub-sectors. **(10 Marks)**
- b) Outline some problems that can arise when each stage of a supply chain focuses solely on its own profits when making decisions **(10 Marks)**
- c) Explain some of the fundamental changes that have transformed the face of global production and world trade **(10 Marks)**

QUESTION TWO: (20marks)

- a) Supermarkets in Kenya have grown and are rising fast. Discuss the drivers of growth in the supermarket sector. **(10 Marks)**
- b) Information is crucial to value chain performance because it provides the foundation on which value chain actors execute transactions and make decisions. Discuss **(10 Marks)**

QUESTION THREE: (20marks)

- a) Agricultural linkages can be further divided into up-stream and down-stream linkages. Using relevant examples explain the difference between the two linkages **(8 Marks)**
- b) Citing examples discuss three forms of upgrading a value chain which could maximize value creation and increase efficiency. **(12 Marks)**

QUESTION FOUR: (20 marks)

- a) Explain how technology has improved the operational efficiency of the food value chains. **(8 Marks)**
- b) Describe the following concepts as used in Agribusiness value Chain;
- i) Responsiveness and effectiveness
 - ii) Backward and forward linkages
 - iii) Value chain mapping and value chain analysis **(4Marks Each)**

