

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF AGRIBUSINESS MANAGEMENT AND BACHELOR
OF SCIENCE IN AGRICULTURAL ECONOMICS

AGBM 353: AGRIBUSINESS SUPPLY CHAIN MANAGEMENT

STREAMS: AGBM, BSC (AGEC)

TIME: 2 HOURS

DAY/DATE: MONDAY 8/8/2016

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write on the question paper

QUESTION ONE

- Discuss the characteristics of supply chain management that are derived from its definition and hence the definition of supply chain management. [5 marks]
- Discuss giving an example in each case the benefits of agribusiness supply chain management. [10 marks]
- Discuss the role of sourcing in supply chain and the benefits of effective sourcing decisions. [15 marks]

QUESTION TWO

- Explain your understanding of an agricultural value chain. [4 marks]
- Using examples discuss the stages of value chains. [8 marks]
- Discuss the influence of information technology on agribusiness supply chain management in the 21st century. [12 marks]

QUESTION THREE

- According to Lambert (2008) relationship management is an essential component in creating a flawless agribusiness supply chain management, in light of this statement and giving examples discuss the elements of agribusiness supply chain management. [14 marks]
- Discuss the different forms of outsourcing. [6 marks]

QUESTION FOUR

- (i) Explain the specific agribusiness supply chain performance measures. [12 marks]
 - (ii) Discuss the key strategies that you can use in adding value to agricultural products in developing countries. (Show an example in each case). [8 marks]
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