**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATION 2017/2018**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN AERD, AMED AND AFIM**

**AER 2307: AGRIBUSUNESS VALUE CHAIN MANAGEMENT**

**DATE: JANUARY 2018 TIME: 2 HOURS**

**Instructions:**

Answer **all questions** in section A and any other **three questions** in section B

**Section A (25 marks)**

**Question one**

Explain the following concepts as used in Agribusiness value chain;

1. Agribusiness value chain (2 marks)
2. Agribusiness supply chain(2 marks)
3. Agribusiness cluster (2 marks)
4. Agribusiness *filiere (2 marks)*

**Question two**

1. Explain the main set of reasons why value chain analysis is important in this era of rapid globalization. (6 marks)
2. Explain the three key elements of value chain analysis (6 marks)
3. Explain the two types of Value Chain in Agribusiness (5 marks)

**Section B (45 marks)**

**Question three**

Enhancing value chain is increasingly recognized as an effective approach of generating economic growth and reducing the rural poverty. Decide on an agricultural product and discuss its value chain with respect to this statement. (15 marks)

**Question four**

There are value chain implementation tools, presented within the implementation cycle of a value chain program. Discuss the value chain implementation cycle (15 marks)

**Question five**

Agribusiness value chain is also concerned with structure, conduct and performance that may generate costs or value in the production and sale of a product or services. However, it differs from traditional commodity system or industry analyses in some important ways. Explain. (15 marks)

**Question six**

Agencies and other sponsors that commission value chain analysis often find that the value analysis as carried out is insufficient to guide in making informed decisions. Explain Agribusiness value chain limitations. (15 marks)