

AGBM 315

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGBM 315: AGRIBUSINESS SUPPLY CHAIN MANAGEMENT

STREAMS: AGBM, AGECE

TIME: 2 HOURS

DAY/DATE: FRIDAY 12/4/2024

11.30 A.M. – 1.30 P.M.

**Instructions: Answer all the questions in Section A and any Three in Section B.
: Do not write on the question paper**

SECTION A:

QUESTION ONE (25 MARKS)

- (a) Define the following concepts as used in supply chain analysis. (5 marks)
- i) Supply chain
 - ii) Agro-chain
 - iii) Value chain
 - iv) Backward linkages
 - v) Supply chain management
- (b) Discuss the different agreements/arrangements within supply chains between agribusiness firms. (10 marks)
- (c) Highlight six advantages of Supply Chain Management approach. (6 marks)
- (d) Discuss four major risks facing agricultural supply chains. (4 marks)

SECTION B

QUESTION TWO

- (a) Briefly discuss the difference between the traditional marketing system and the value chain marketing system. (6 marks)

- (b) Supply chain partners face numerous risks either as individuals or as a group. Discuss these risks and how to mitigate them. (9 marks)

QUESTION THREE

Cross-border supply chains in Africa play a pivotal role in improving suppliers' livelihoods. Using a specific successful cross border supply chain, discuss issues facing the major players, key success factors, opportunities and threats, challenges and the major markets. (15 marks)

QUESTION FOUR

- (a) Discuss the different drivers of supply chain performance and problems of implementing the supply chain strategy. (7 marks)
- (b) Briefly discuss the four major supply chain strategies used to cope with uncertainty. (8 marks)

QUESTION FIVE

- (a) Strategic alliances are an alternative for farmers to use in modern Agro-chain management. Describe it and discuss some of its problems and benefits to supply chain partners. (10 marks)
- (b) Discuss the different constraints of establishing agro-based industries in most developing countries. (5 marks)
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