

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
AGRIBUSINESS MANAGEMENT**

AGBM 315: AGRIBUSINESS SUPPLY CHAIN MANAGEMENT

STREAMS: AGBM (Y3S2) (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/08/2024

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- Answer ALL questions in Section A and any Three in Section B.
- Answer each question on a separate page

Section A

Question One

- With examples, give five differences between supply chain and value chain concepts. (10 marks)
- Describe five types of commodity value chains that can be identified based on the nature of the commodity, the actors involved, and the level of value addition. (5 marks)
- Using a diagram, differentiate between backward and forward linkages. (5 marks)
- Discuss the five key elements of supply chain design in agricultural supply chain management. (5 marks)

Section B

Question Two

- Explain five enablers in the supply chain that help in ensuring effectiveness and efficiency. (10 marks)
- Discuss five innovations in agribusiness supply chain management that have the potential to improve efficiency, reduce costs, and increase profitability. (5 marks)

Question Three

- a) Discuss the five key policy and advocacy services in the agro supply chain. (5 marks)
- b) Explain five key emerging issues in modern agro chain management. (10 marks)

Question Four

- a) Discuss five risks in agribusiness supply chain management. (5 marks)
- b) Discuss five challenges that can affect the effectiveness and efficiency of support services in agro chains. (10 marks)

Question Five

- a) Discuss three opportunities and two challenges of backward and forward linkages. (5 marks)
 - b) Explain five types of vertical integration and alliances. (10 marks)
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