



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

INSTITUTIONAL BASED PROGRAMME

DECEMBER SESSION EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE

KBT 525: AGRIBUSINESS SUPPLY CHAIN MANAGEMENT

DATE: Friday 29th April, 2011

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS

Answer Question ONE and any other THREE questions.

1. Distinguish the following concepts. [5 marks each]
 - a) Supply chains and value chains.
 - b) Participatory market chain analysis (PMCA) and participatory value chain analysis (PVCA).
 - c) Price and market risks.
 - d) Market liberalization and globalization.
 - e) Chain actor and chain activity integrator.
2. Explain the main value chain empowerment strategies that can help the small scale farmer. [15 marks]
3. Examine the importance of Monitoring and Evaluation in value chain management. [15 marks]
4. Discuss how farmers and their organizations can improve their positions in a value chain. [15 marks]
5. Examine the role of intermediary organizations in the development of value chains. [15 marks]
6. Using appropriate examples, discuss the best positions of the farmer in a value chain. [15 marks]

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