



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2021 / 2022 ACADEMIC YEAR

FOURTH YEAR 2ND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATIONS
FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURE
ECONOMICS AND RESOURCE MANAGEMENT

COURSE CODE: AEC 426
COURSE TITLE: VALUE CHAIN ANALYSIS

DATE: 23RD NOVEMBER 2022 **TIME:** 11 AM – 1 PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

This paper consists of 3 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

Question One

- a) Explain the following terms:
 - i. Value chain in agriculture (2 Marks)
 - ii. Value chain mapping (2 Marks)
 - iii. Value chain enablers (2 Marks)
- b) Explain the categories of activities that can be used to assess value of end product or service (3 Marks)
- c) Describe four social norms which prevent women from participating in value chains, in many communities or societies. (4 Marks)
- d) Describe two strategies which you, as a value chain planner, would use to ensure the role of women is strengthened within the value chain. (3 Marks)
- e) Explain three purposes of agricultural value chain (3 Marks)
- f) Explain four main purposes of market research in value chain development (4 Marks)
- g) Using illustrations distinguish between traditional selling systems compared and value chain marketing system. (4 Marks)
- h) Describe the components of a value chain (3 Marks)

Question Two

- a) Distinguish between the Structure-Conduct-Performance (S-C-P) and Neo-Institutional Approach to value chain analysis. (10 Marks)
- b) Describe two interventions that could be incorporated to enhance Food and Nutrition security in each of the following components of the value chain: (10 Marks)
 - i. Inputs
 - ii. Processing and storage
 - iii. Marketing and retail

Question Three

- a) KALRO and development partners have developed various value chains suited for different ecological zones in Kenya. These value chains require facilitation and upgrading to improve performance. Using a specific value chain, describe how you will identify priority areas that need upgrading and advice on the appropriate approaches to upgrade the value chain (15 marks)
- b) Value chain maps help to get a quick grasp of complicated realities. Discuss the benefits of value chain map. (5 marks)

Question Four

- a) Suppose that you are contracted by an International NGO to lead in a five-year project on dairy value chain development. Describe five key requirements that you will consider prior to implementation of the value chain (10 Marks)
- b) Explain the different types of agri-value chain business models that enable creation of value within market systems (10 Marks)

Question Five

- a) Using Porter's value chain approach, explain main secondary activities concerned with creation and delivery of services and products in a value chain (10 Marks)
- b) Describe the various market opportunities which may be considered when selecting an agricultural value chain. (5 Marks)
- c) Discuss the short-term and long-term needs in a contemporary agricultural value chain. (5 Marks)