

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF MASTER OF BUSINESS ADMINISTRATION (MBA)

MPLM 813: VALUE CHAIN MANAGEMENT

STREAMS: PART TIME – Y4S2

TIME: 2 HOURS

DAY/DATE : WEDNESDAY 6 /10/ 2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- Answer question one and any other two

QUESTION ONE

- a) Kenyan is spending billions of dollars to import commodities from other countries but earns very little from the export. State and explain five value chain cost drivers that affects the competitiveness of our local products in the international market.

[10

Marks]

- b) Analyze the benefits of outsourcing as a component of adding value to the operations of an organization. [10 Marks]

QUESTION TWO

Analyze the components of the following activities as outlined in Porter's value chain model

- (a) Primary Activities [10 Marks]
(b) Support activities [5 Marks]

QUESTION THREE

- a) Elucidate the difference between value chain and supply chain citing relevant examples. [7 Marks]
b) Quality is a critical component that drives and sustains value chain activities. Analyze this statement. [8 Marks]

QUESTION FOUR

- a) Kenyan government has embarked on an ambitious programme of economic transformation dubbed the **Big Four Agenda**, that is, affordable housing, affordable health care, manufacturing and food security. Discuss how value chain can contribute to attainment of this agenda. [8 Marks]
- b) Development of collaborative relationships among various players in the value chain is the next frontier towards achieving responsiveness in the supply chain. Discuss [7 Marks]
-