

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
AGRIBUSINESS MANAGEMENT AND BACHELOR OF AGRICULTURAL
ECONOMICS**

AGBM 353: AGRIBUSINESS SUPPLY CHAIN MANAGEMENT

STREAMS: AGBM & AGECE Y3S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **ANSWER QUESTION ONE AND TWO OTHER QUESTIONS.**

QUESTION ONE (25 MARKS)

- (a) Discuss supply chain management enablers. (6 marks)
- (b) Differentiate supply chain management and value chain management. (4 marks)
- (c) Discuss major risks facing agricultural supply chains. (5 marks)
- (d) Discuss key supply chain management issues for the coming years. (10 marks)

QUESTION TWO

- (a) Discuss the **bullwhip effect and its causes.** (6 marks)
- (b) Elaborate **FOUR** factors hindering the entry of lower-income countries into global value chain. (8 marks)

QUESTION THREE

- (a) Broad structural, demographic and institutional changes some associated with globalization and the uptake of new technologies will continue to alter the risk landscape, risk management practices and their efficacy for different agri-food supply chains. Explain this statement. (8 marks)

- (b) Researchers and practitioners examining exposure to risk have identified a set of key factors leading to risks. Discuss the key factors that may lead to risk exposure. (7 marks)

QUESTION FOUR

- (a) Explain the importance of e-commerce in supply chain management. (8 marks)
- (b) Explain the role of transportation in a supply chain. (3 marks)
- (c) Supply chains can be classified in numerous ways. Explain the various classifications of supply chain. (4 marks)

QUESTION FIVE

- (a) Explain how products can either be primarily functional or primarily innovative. (4 marks)
- (b) Explain Vertical Integration. (3 marks)
- (c) Explain giving relevant examples the different ways of adding value to agriculture products. (8 marks)
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