The Co-operative University of Kenya
END OF SEMESTER EXAMINATION NOVEMBER-2019
EXAMINATION FOR THE DIPLOMA IN AGRIBUSINESS MANAGEMENT
(YR I SEM II)
UNIT CODE: DAFS 1210

UNIT TITLE: AGRICULTURAL VALUE CHAIN

DATE: 27TH NOVEMBER, 2019   **TIME: 9:00 AM – 11:00 AM**

INSTRUCTIONS:
- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE
- (a) Explain the following terms as used in agricultural value chain production
    - i.   Value chain   (3 marks)
    - ii.   Business model   (3 marks)
    - iii. Business activities   (3 marks)
    - iv.   Enterprise   (3 marks)
- (b) By way of a diagram illustrate the value chain map clearly showing;
    - i.   Basic sequence of functions in agribusiness value chain   (4 marks)
    - ii.   Categories of operations in a value chain   (4 marks)
- (c) Explain THREE basis of the promotion of value chain   (10 marks)

QUESTION TWO
- (a) Explain the culture of food market in the context of value chains   (10 marks)
- (b) Explain TWO dimensions of the pro poor growth of value chains   (10 marks)

QUESTION THREE
- (a) Discuss FOUR factors that are used to justify the promotion of agricultural value chains   (10 marks)
- (b) By way of diagram explain the following
    - i.   Project cycle of value chain promotion   (5 marks)
    - ii.   Generic procedure of project cycle   (5 marks)

QUESTION FOUR
From the initial stages of setting project boundaries to the final stages of monitoring, explain the following value modules / tasks
- (a) The analytical and decision making tasks   (10 marks)
- (b) The fields of implementation and supportive action   (10 marks)

QUESTION FIVE
- (a) In assessing the growth potential of agricultural value chains, explain the THREE areas that affect the growth potential   (5 marks)
- (b) In assessing the pro poor potential explain FIVE areas that are critical in the assessment of pro potential of agricultural value chains   (15 marks)

The Co-operative University of Kenya, November, 2019