

UGANDA MARTYRS UNIVERSITY
FACULTY OF AGRICULTURE

Bachelor of Science in Agriculture

Year 4 Final Assessment: Academic Year 2014/2015

MODULE AG14: Market Chain Management

Date: Thursday, 9th July, 2015

Time: 10:00am – 1:00pm

INSTRUCTIONS:

- Read and understand the question before answering
- Select and answer any **Four Questions**
- Do not write anything on a question paper
- You are allowed **Three Hours** for the examination

Q 1: Your organisation is planning to export hot pepper to the European union countries:

- (a) Identify the key chain actors you may have to work with in this business (10 marks).
- (b) Explore export challenges to export horticultural crops to the European union (10 marks).

Q2: Write a report detailing the following;

- (a) The primary market information sources which should be consulted by client (10 marks).
- (b) Discuss the methods of gathering primary market information sources (10 marks).

Q3: understanding an international business environment is a big challenge to most managers.

- (a) At least 4 shipping trade documents required to move agriculture produce from Uganda to China (10 marks)
- (b) At least 3 financial arrangements that ensure international payments (10 marks).

Q4: markets and functions play a big role in international trade.

- (a) Discuss the various approaches to marketing (10 marks).
- (b) Discuss the concept of marketing mix (10 marks).