

# Uganda Martyrs University

## Faculty of Agriculture

Final Examination 2021-2022

Bachelors of Science in Agriculture Year Four

Bachelors of Science in Ecological Organic Agriculture Year Four

**Module: BSAG 4124: Agricultural Market Chain Management**

**BSEOA 4125: Agricultural Market Chain Management**

Time: 09:30 am – 12:30 pm

Date: Monday 01<sup>st</sup> August 2022

**Instructions:**

- **Answer any five questions.**
  - **Questions carry equal marks**
  - *Read and understand each question before you attempt it.*
  - *Do not write anything on the question paper*
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### QUESTION ONE

- a) State and explain steps for product development
- b) As a member of a discussion group, you have been assigned to discuss ways of improving supply of onions in a domestic market by a small-scale farmer. Present your discussion to the group

### QUESTION TWO

- a) Define and explain the following terms
  - i) Ex-trader price (4mk)
  - ii) Market chain management (4mk)
- b) Discuss the role produce storage facilities play in enhancing agriculture market chain management (17mk)

### QUESTION THREE

Discuss the most effective advertising methods and strategies used to increase sales in agribusiness in relation to product life cycle. (25mk)

### QUESTION FOUR

UMU through the Faculty of Agriculture considered agriculture market chain management as a critical module for BSC Agriculture students. Assess the

relevance of this module as a professional agriculturalist in the market (25 marks)

#### **QUESTION FIVE**

With examples, discuss 5 innovations that are available to farmers in building a market knowledge resource base (25 marks)

#### **QUESTION SIX**

Urban Bear Limited is an animal feeds producing firm which declined to exhibit its products in the agricultural trade fare this year, claiming that it's a wastage of time

- a) Justify this view of management (12marks)
- b) What are the benefits that the firm is likely to miss following its decision not to participate (13marks)

#### **QUESTION SEVEN**

Discuss how a coffee business man would arise the performance of his business over all businesses and market chain management effective for both internally and externally (25 marks)

#### **QUESTION EIGHT**

- a) A farm grows maize on a 5 acres piece of land in Masaka district. Which market could be suitable for the produce of the farm and why (5 marks)
- b) 3000kg of maize is produced in a season and each kg is sold at shs 1,900 in the local market. Determine; (20 marks)
  - i) The income from the maize
  - ii) Given that the cost of processing is shs 500 per kg and shs 1000 is charged per Kg for transporting the maize to the industry for processing determine the gross profit obtained
  - iii) Mr Ian purchases 1400kg of maize and stores them for a season and he is charged shs 1000 to transport the maize to the store. If the price in the next season raises to shs 2500, what could be the new income of the stored maize?
  - iv) Determine the Net profit of the new income given that tax is 7% of the gross profit
  - v) Which advise do you give for increased profit in the next season