

Uganda Martyrs University

Faculty of Agriculture

Final Examination 2017-2018

Bachelors of Science in Agriculture Year Four

Module: AG 14: Market Chain Management

Time: 09:30 am – 12:30 pm Date: Thursday 12th July 2018

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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Q 1:

- (a) Discuss the secondary information sources when considering conducting market research (10 marks)
- (b) Describe the steps of conducting marketing research (10 marks).

Q2: When you are not talking about marketing, the whole farming business collapses.

- (a) Discuss the various functions of marketing (5marks).
- (b) Examine the utilities conferred by marketing process (5marks).
- (c) Discuss the concept of marketing mix (10 marks).

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

- (a) Describe 4 shipping trade documents involved in international trade (10 marks)
- (b) Explain 3 financial arrangements that ensure international payments (10 marks).

Q4: Proper understanding of market chain management is important for a country like Uganda especially by highlighting factors that influence chain decisions in the domestic and international arena.

- a. Identify the characteristics of domestic markets (10 marks).
- b. The challenges of exporting agricultural products to Europe from Uganda (10 marks).

Q5: The higher failure rates of agribusinesses have been attributed to poor understanding of the international market entry strategies. With relevant examples, distinguish between the following:

- (a) FOB and CIF (10 marks).
- (b) Containerization and warehousing (10 marks)

Q6: Value addition is a major goal of most business. Business adds value by transforming commodities into products. Using an example of a product of your choice, write short notes on the following;

- (a) Transportation (5 marks)
- (b) Packaging (5 marks)
- (c) Refrigeration (5 marks)
- (d) Letter of credit (5 marks)

Q 7: Contract farming is gaining popularity in food supply chain management because it ensures sharing of benefits and risks. Discuss the basic elements of designing an effective contract farming agreement (20 marks).

END

Neighbour