

# Uganda Martyrs University

## Faculty of Agriculture

Final Examination: 2015-2016

Bachelors of Science in Agriculture Year Four

### Module: AG/14 Market Chain Management

Time: 09:30 am – 12:30 pm

Date: Friday 15<sup>th</sup> July 2016

#### Instructions:

- Read and understand the questions before answering
- Answer any 4 questions
- Start each answer on a separate answer sheet
- Do not write any thing on the question paper

Q1: You have been recruited by a company that deals in agro inputs. The company though national is not yet active in your district but wishes to evaluate the market potential of the district where you reside. Write a report for your client in which you address the following;

- (a) The secondary information sources which should be consulted by client **(10 marks)**.
- (b) Discuss the methods which you could use in order to establish products or services to be successful **(15 marks)**.

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

- (a) Discuss the various approaches to marketing **(5marks)**.
- (b) Which approach would you recommend for a small flower agribusiness targeting university students? **(5marks)**.
- c) Discuss the concept of marketing mix **(15 marks)**.

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

- (a) Describe the shipping trade documents involved in international trade **(15 marks)**
- (b) Explain the 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 **(15 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 **(15 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 **(6 marks)**
- (b) Packaging **(6 marks)**
- (c) Refrigeration **(6 marks)**
- (d) Letter of credit **(7 marks)**

Q7: 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 **(25 marks)**.