

D Y Patil Agriculture & Technical University, Talsande

Year :2023-24	School of Agribusiness Management	Department of Management
Program: MBA-ABM	Management	
Course Code: MABM001405	Course Title: : Agri-Value Chain Analysis	Semester – IV
Day:	End Semester Examination (ESE)	Time:
Date:		Max Marks: 100

- Instructions:**
- 1) All questions are compulsory.
 - 2) Assume suitable data wherever necessary.
 - 3) Figures to the right indicate full marks.

Q.1	Short Answer Type Questions (Attempt any 5)	Marks	Bloom's Level	CO
	a) Differentiate Value Chain & Supply Chain.	6	4	1
	b) Explain the Value Chain Governance.	6	2	2
	c) Explain steps involved in Theory of Change	6	4	3
	d) Illustrate how Impact assessment of Value chain and market linkage Project can be done.	6	2	4
	e) Assess the key indicators of Monitoring & Evaluation of Value Chain Development Projects.	6	5	4
	f) Elaborate Key Elements of Gender Analysis in Value Chain.	6	5	5
Q.2	Long Answer Type Questions (Attempt any 5)			
	a) Elaborate the Steps in Value Chain Mapping.	10	6	1
	b) Explain how you adopt Value Chain Governance to Changing contexts & demands.	10	4	2
	c) Discuss how to develop Logical Framework for Agril. Value Chain Project.	10	6	3
	d) Interpret steps involved in Agri. Value Chain Project Objectives & Goals.	10	5	3
	e) Elaborate Importance of Value Chain Governance.	10	5	2
	f) Elaborate constraints in Gender Integration in Value Chain and write	10	6	5

overcome strategies.

Q.3 Case Study / Application based question

Value chain management is an important part of any business, and Starbucks is no exception. Starbucks has employed a comprehensive value chain management system to ensure that each step in the chain is as efficient and cost-effective as possible. The value chain of Starbucks consists of five main components: sourcing, production, distribution, customer service, and marketing. Starbucks' sourcing process is designed to ensure that the company is able to obtain high-quality coffee beans at the lowest cost. To do this, Starbucks sources coffee beans from around the world, which helps the company to diversify its coffee selection. Once the coffee beans are sourced, Starbucks uses a sophisticated production process to ensure that its coffee is of the highest quality. The company uses a combination of roasting, grinding, and brewing processes to ensure the consistency of its coffee. Starbucks then distributes its coffee to its stores and customers through its extensive distribution network. This network consists of both physical distribution centers and online stores. The company also provides customer service to its customers and works to ensure that their needs are met. Finally, Starbucks employs a comprehensive marketing strategy to promote its products and build its brand. This strategy includes traditional marketing methods such as television and radio commercials, as well as digital marketing methods such as social media and search engine optimization.

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Questions:

1. How has Starbucks' value chain management system helped the company become successful?
2. Suggest your opinion, How Primary and Secondary Value Chain Activities are useful for improving Value Chain of Starbucks.
