D Y Patil Agriculture & Technical University, Talsande

Year :2023-24 Program: MBA-ABM	School of Agribusiness Management	Department of Management
Course Code: MABM001405	Course Title: : Agri-Value Chain Analysis	Semester – IV
Day and Date: Tuesday, 08/08/2023	End Semester Examination (ESE)	Time: 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)	Illustrate Role of ICT in Agri. Value Chain Analysis.	6	2	1
	b)	Explain steps to analyze Value Chain Governance.	6	2	2
	c)	Elaborate steps in designing an Agriculture Value Chain Project.	6	2	3
	d)	Explain how to develop Theory of Change for Agri. Value Chain Project.	6	4	3
	e)	Assess the key indicators of Monitoring & Evaluation of Value Chain Development Projects.	6	5	4
	f)	Evaluate the steps in Gender Analysis Issue in Value Chain.	6	5	5
Q.2		**Long Answer Type Questions (Attempt any 5)**			
	a)	Assess the stages of Agriculture Value chain.	10	6	1
	b)	Explain importance of Value Chain Governance.	10	5	2
	c)	Examine the instruments used to promote Agril. Value Chain Finance.	10	4	2
	d)	Explain which format is used for writing value chain project proposal.	10	5	3
	e)	Evaluate the steps involved in Monitoring & Evaluation of Value Chain Development Projects.	10	5	4
	f)	Elaborate constraints in Gender Integration in Value Chain and write overcome strategies.	10	6	5

Q.3 **Case Study / Application based question**

Nestle Food is a small, family-owned business located in San Francisco, California. Founded in 2005, the company specializes in providing organic, locally-sourced ingredients to restaurants and other food service establishments. Nestle Food is looking to improve their business operations and increase their profit margins. They have decided to utilize value chain analysis to identify and address their areas of improvement.

Nestle Food begins their value chain analysis by looking at their primary activities. These activities include inbound logistics, operations, outbound logistics, marketing, and sales. They analyze each activity to identify areas where they can reduce costs and increase profits. For example, they might identify opportunities to reduce transportation costs by consolidating orders and working with larger delivery services. The company then examines their secondary activities, which include technology infrastructure, customer service, human resources, and procurement. For each of these activities, Nestle Food looks for ways to reduce costs and improve efficiency. For example, they might invest in new technology to automate customer service processes or negotiate better deals with suppliers. Finally, Nestle Food evaluates their support activities, such as research and development, training and education, and corporate governance. For each of these activities, the company looks for ways to improve their operations and remain competitive. For example, they might invest in new research and development projects to create new products or develop new marketing strategies.

Questions:

1. Identify and discuss primary activities can Nestle Food use to reduce costs and increase profits?
2. Suggest your opinion on how supportive value chain activities of Nestle Food are useful for improving value chain of company.

20   5   1

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