



Strathmore
UNIVERSITY

STRATHMORE BUSINESS SCHOOL

MASTER OF MANAGEMENT IN AGRIBUSINESS

END OF SEMESTER EXAMINATION

MMA 8301: ADVANCED TECHNOLOGY APPLICATIONS IN AGRIBUSINESS

Date: Thursday, 10th November 2022

Time: 3 Hours

Instructions

1. This examination consists of **FOUR** questions.
2. Answer **QUESTION ONE** and **ANY OTHER TWO** questions.
3. Be clear, concise and direct to the point

Question 1 (Compulsory) (25 Marks)

Show, through the use of an example, how the following technology trends promote sustainable agriculture and empower farmers.

- | | | |
|------|------------------------------------|------------------|
| i. | Internet of Things (IoT) | (5 marks) |
| ii. | Artificial Intelligence & Robotics | (5 marks) |
| iii. | Satellite Imagery | (5 marks) |
| iv. | EM Technology | (5 marks) |
| v. | Trace Genomics | (5 marks) |

Question 2 (25 Marks)

- i. Predictive management instead of reactive has become the newest trend in agribusiness. Provide a situation where this makes a lot of business sense. Elaborate.
(10 marks)
- ii. The biggest challenge in this decade is building confidence in technology. Explain, with the aid of an example, why this is so.
(15 marks)

Question 3 (25 Marks)

- i. You are the manager of Nestle, one of the biggest food processing companies in the world. Your company is planning to implement an Enterprise Resource Planning (ERP) system. Suggest other complementary assets that you must put in place in order to optimize returns from your investment. **(10 marks)**

- ii. Supply Chain Management (SCM) Systems and Customer Relationship Management (CRM) Systems are two important technologies that provide agribusinesses opportunities for competitive advantage. Discuss. **(15 marks)**

Question 4 (25 Marks)

- i. Digital Transformation in agriculture would require strong leadership. Provide a strong argument why this is important. **(10 marks)**

- ii. One application of technologies in agribusiness is to focus on customer value by meeting old needs in new ways. Provide a scenario analysis of this application. **(15 marks)**