



Strathmore
UNIVERSITY

STRATHMORE BUSINESS SCHOOL

MASTER OF MANAGEMENT IN AGRIBUSINESS

END OF SEMESTER EXAMINATION

MMA 8101: EMERGING ISSUES IN AGRIBUSINESS

Date: Friday, 4th February 2022

Time: 3 Hours

Instructions

- This paper has **FOUR** questions.
- Answer **question ONE** and **any other TWO** questions in the answer booklet provided.
- Be as precise and concise as possible

Question 1(Compulsory) (20 marks)

Research Note: Genetically modified organisms, consumer skepticism and trade law: implications for the organization of international supply chains

In the agri-food industry, genetically modified foods (GMFs) have become the focal point for consumers' concerns regarding modern biotechnology. Whereas the use of genetic modification technologies has enabled faster breeding and improvement of plant varieties to produce faster growing, draught tolerant, pest resistant and higher yielding varieties many concerns have been raised on consumer safety on GMFs.

From the case provided: -

- a) What are the types of genetic modification and who is driving the agenda of GMOs/GMFs in the globe **(8 marks)**
- b) Explain how the GMFs get to the retail outlets and to the consumers **(4 Marks)**
- c) Briefly explain the steps that the Developing Countries are taking to manage the entry of GMOs and GMFs in their territories **(8 Marks)**

Question 2 (15 marks)

The development of the global agri-food systems is driven rising incomes, demographic shifts, and globalization. This has also created a complex web of both opportunities and threats. Explain the various opportunities and threats created by the agri-food systems and how the actors in these systems have responded

Question 3 (15 marks)

Using the poultry producers as a case study, discuss the 9 blocks of the business canvas model

Question 4 (15 marks)

You have been appointed as a consultant by a local financial institution to help the design appropriate products for their agricultural customers. Using the knowledge gained from this course and your own reading, kindly explain some of the products you would recommend to this financial institution.