



# STRATHMORE UNIVERSITY BUSINESS SCHOOL

MASTER OF MANAGEMENT IN AGRIBUSINESS

END OF SEMESTER EXAMINATIONS

**MMA 8804: MONITORING AND EVALUATION OF AGRIBUSINESS PROJECTS**

**Date:** Friday, 31<sup>st</sup> January 2020

**Time:** 3 Hours

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**Instructions:**

1. Answer **ALL** questions in section A and any **THREE** questions in section B
2. Show your working clearly and use diagrams and illustrations as necessary

**SECTION A: Answer ALL questions in this section (Question 1 and Question 2)**

**Question 1 (20 Marks)**

Monitoring and evaluation is a critical function in project management and is essential in all the phases of a project life cycle. Discuss the specific roles of the monitoring and evaluation at each of the **FOUR** phases of agribusiness projects.

**Question 2 (20 Marks)**

Explain with illustrations the following terminologies as used in monitoring and evaluation of agribusiness projects.

- |                         |                  |
|-------------------------|------------------|
| a) Theory of change     | <b>(8 marks)</b> |
| b) Outcome mapping      | <b>(8 marks)</b> |
| c) Evaluation questions | <b>(2 marks)</b> |
| d) Stakeholders         | <b>(2 marks)</b> |

**SECTION B: Answer any THREE questions from this section**

**Question 3 (20 Marks)**

Monitoring and evaluation uses both qualitative and quantitative data collection methods in impact assessment of agribusiness projects. Economists and statisticians however adapt a one sided approach (use of quantitative methods).

- a) Identify the potential dangers of a one sided method. **(5 marks)**
- b) Critically analyze the qualitative data collection methods often employed in monitoring and evaluating of agribusiness projects. **(15 marks)**

**Question 4 (20 Marks)**

- a) Distinguish between formative and summative evaluation approaches. **(8 marks)**
- b) Why is a baseline survey an important phase in project management? **(12 marks)**

**Question 5 (20 Marks)**

- a) Define a logical framework as used in project planning. **(4 marks)**
- b) Identify and explain key components of a logical framework. **(10 marks)**
- c) What are the qualities of good performance indicators? **(6 marks)**

**Question 6 (20 Marks)**

- a) Explain the results based monitoring and evaluation system as applied to agribusiness projects. **(5 marks)**
- b) Describe any FIVE steps in a results based monitoring and evaluation system citing examples from agribusiness projects. **(15 Marks)**