

B. Voc Agriculture
Subject: Value Chain Management
Subject Code: AGR-606
Semester: Third
Session: - September 2022
Theory (External): 35 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 1 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 5 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

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SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x1-10Marks)

- A. Define Value Chain Management.
- B. Write two benefits of Value Chain Management in Agricultural Sector.
- C. What is Value Chain Analysis?
- D. Define Cost Leadership.
- E. Value Chain Analysis helps in reducing risk. Comment on the statement.
- F. Discuss Local Value Chain Development.
- G. Give example of Sustainable Agri Value Chain.
- H. List down Upgrading Strategies in Agricultural Value Chain Management.
- I. Why understanding of Finance is important for Value Chain Management?
- J. Write down the steps involved in Value Chain Analysis.

SECTION –B (ESSAY TYPE QUESTIONS)
(5x5=25 Marks)

1. What is Value Chain Governance? Discuss its different types with the help of suitable examples.

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2. Discuss different approaches of Value Chain Analysis.
3. Explain Michael Porter's Value Chain Analysis Model. Discuss the importance of this Model in improving business operations.
4. Differentiate between Primary and Support business activities. Discuss different business activities with the help of relevant examples.
5. Define Agricultural Value Chain. Explain features of Agricultural Value Chain.
6. Discuss about various Opportunities and Challenges associated with Agricultural Value Chain.
7. Why is it important to follow upgrading strategies in Agricultural Value Chain? Explain different types of Upgrading.
8. What is the role of farmers in Value Chain Management? Discuss it by developing template to Manage Value Chain for Agricultural Products and Services.

==END OF PAPER==