

The Open University of Sri Lanka  
Faculty of Engineering Technology  
Department of Agricultural & Plantation Engineering



Study Programme	: Bachelor of Industrial studies Honours in Agriculture
Name of the Examination	: Final Examination
<b>Course Code and Title</b>	<b>: AGM5546/ AEM5246 Agricultural Marketing</b>
Academic Year	: 2017/18
Date	: 30 <sup>th</sup> January 2019
Time	: 0930-1230hrs
Duration	: <b>3 hours</b>

1. This section contains 6 questions.
2. Answer any **Four (4)** questions only. All questions carry equal marks.
3. Answer for each question should commence from a new page.
4. This is a Closed Book Test (CBT).
5. Answers should be in clear hand writing.
6. Do not use Red colour pen.

**SECTION II: Answer any four (04) questions**

1. **'Change is natural and inevitable'**
  - i. Describe the following value orientations of rural people that act as obstacles to change
    - a. Traditionalism
    - b. Aversion for risk taking (10 marks).
  - ii. Discuss with examples, the **technological** and **socio cultural** changes that have taken place in the agricultural sector in the recent past (15 marks).
  
2.
  - i. Describe the three (3) types of **growth potential areas** (09 marks).
  - ii. Comment on the following statements regarding growth potential areas.
    - a. 'Delivery of Extension services should vary in different parts of the country' (8 marks)
    - b. 'Extension Organizations can play an important role in supporting rural farmers' (8 marks)
  
3. Write Short notes on **five (5)** of the following topics;
  - i. Decentralizing extension.
  - ii. Mass media communication.
  - iii. Self-help groups
  - iv. Contact farmers
  - v. Agricultural technology.
  - vi. Characteristics of adult learners.
  
4.
  - i. Distinguish between **formal and non-formal education** (3 marks)
  - ii. Explain the **six (6) steps in the teaching process** in relation to adult education (12 marks)
  - iii. Elaborate the **classification of non-formal teaching** methods in a table (10 marks).
  
5.
  - i. Discuss the 'Participatory Extension Approach' (10 marks).
  - ii. Comment on the following statement "Members of farmers' organizations gain access to better opportunities' (15 marks).
  
6.
  - i. Discuss how following extension teaching methods could be used to address the problem of a pest outbreak in agriculture. You may consider the current problem of 'Army Worm' as an example.
    - a. Demonstration of scientific methods to farmers
    - b. Subject matter specialists
    - c. Field Surveys
  - ii. Comment on the following statement.

**"Adopting indigenous knowledge and traditional agricultural practices can control The pest outbreak"** (10 marks)