



The Open University of Sri Lanka  
Faculty of Engineering technology  
Department of Agricultural & Plantation Engineering  
AGM4363 Agricultural Marketing

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**SECTION II: Answer any four (04) Questions. All questions carry equal marks.**

1.
  - i. Draw the 'Product Life Cycle' and name its stages (5marks).
  - ii. Explain each of the above stages emphasizing the market strategies adopted by companies during each stage (15 marks).
  
2.
  - i. Name the four (4) marketing strategies in the 'Ansoff Matrix' (5 Marks).
  - ii. Discuss the above four (4) strategies giving examples for each (20 marks)
  
3. Write short notes on five (5) of the following (5 marks each)
  - i. Methods of sales promotion.
  - ii. Domestic food production.
  - iii. Periodic rural markets.
  - iv. Constraints in fruit & vegetable marketing.
  - v. Agricultural input marketing
  - vi. Consumer protection
  - vii. Food consumption patterns.
  
4.
  - i. Define the term 'food security' (5 marks).
  - ii. Describe how a food shortage is created. Use demand supply curves to elaborate your answer (10 marks)
  - iii. Explain possible methods of overcoming food shortages (10 marks).
  
5. Write an essay on 'Paddy marketing system' in Sri Lanka (25 marks).
  
6. "Government interventions are essential for the benefit of agricultural producers and consumers".  
Critically evaluate the above statement. (25 marks).

