



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**

Course Code and Title: **AGM4363 Agricultural Marketing**

Academic Year : **2024/25**

Date : 26/02/2026

Time : 9.30 -12.30

Duration : 3 hours

Index No. -----

General Instructions

1. This is a Closed Book Test.
2. This question paper consists of **six (6)** questions in five **(05)** pages.
3. **Answer five (5) questions including question No 01.**
4. Question No. 01 contains 10 structured questions. Answer these questions in the space provided and attach the paper to the answer booklet.
5. Read all the questions carefully before answering.
6. Answer for each question should commence from a new page in the answer book.
7. Write your answers in clear handwriting.
8. Do not use red colour pens.

In case of doubt, please consult the supervisor or an invigilator in the examination hall.

Question No 01.

Answer all 10 structured questions in the space provided. (2x10= 20 marks)

1. What do you understand by the term '**marketing margin**'?

2. Explain the difference between a wholesale market and a retail market.

3. Briefly discuss the features of the maturity stage of the product life cycle.

4. What is the advantage of adopting '**closed marketing strategies**' over open marketing strategies.

5. Describe why '**input marketing**' is considered important in agricultural marketing.

6. Describe **two (2)** behavioural variables affecting market segmentation.

i.-----

ii-----

7. Describe the **two (2)** components considered in calculating the marketing efficiency.

i.-----

ii-----

8. Briefly explain the '**physical risks**' related to agricultural marketing.

9. Describe the routine strategies in grain marketing.

10. Explain two (2) ways of overcoming the following constraints related to agricultural marketing

(i) Seasonality

(ii) Perishability



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Select any **four (4) questions** from the following. Write your answers in the answer book.

Question No 2

- i. Define the term 'Price elasticity of demand' **(4 marks)**.
- ii. Graphically illustrate the three (3) types of elasticity of demand **(8 marks)**.
- iii. Explain how the demand for following commodities will change with income changes.
 a. normal goods b. Luxury goods c. inferior goods **(8 marks)**.

Question No 3

- I. Describe the following functions related to 'food marketing' **(10 marks)**
 - a. Standardization function
 - b. Processing function
- ii. Discuss the influence of the following factors on the food marketing system **(10 marks)**.
 - a. Market Competition
 - b. Consumer tastes and preferences.

Question No 4.

Write short notes on **four (4)** of the following **(5x4=20marks)**.

1. Agricultural exports
2. Pricing strategies
3. Rural markets Vs Supermarkets
4. Extended Marketing Mix
5. Methods of sales promotion

Question No 5.

'Government intervention in marketing of agricultural products, is beneficial to both producers and consumers when it is well designed and effectively implemented'.

Critically evaluate this statement. **(20 marks)**.

Question No 6.

Many functions are involved in the process of moving farm products from producer to the consumer.

Discuss the functions involved in fruit vegetable marketing with examples **(20marks)**.