



The Open University of Sri Lanka

Faculty of Engineering Technology

Final Examination- 2005

**AEM4235 Agricultural Marketing**

Date : 16-05-2006  
Time : 1330-1630 hrs  
Duration : Three (03) hours

---

**SECTION 2: Answer only four (04) questions.**

1. Normal supply /demand interaction defines equilibrium prices. Explain the difficulties in applying this to agricultural produce,marketing.
2. Agricultural marketing deals with selling of farm produce as well as supply of agricultural inputs. Explain how this takes place in the rural areas.

How best could these two aspects be combined to offer better services to farmer/consumer?

3. One important aspect met by packaging is to convey product information to help the buyer to decide on a purchase. What are the other aspects of packaging of fresh produce?

Explain, by giving an example, how other requirements in packaging could be combined with information in effective marketing of a product.

4. Write short notes of 4P's in marketing.  
Focus on a particular product to illustrate your answer in relation to agricultural marketing.
5. Write a short essay describing how agricultural produce is displayed in a "pola" and explaining what could be done to improve the sales.