



The Open University of Sri Lanka  
 Faculty of Engineering Technology  
 Bachelor of Industrial Studies (Agriculture)

Final Examination-2012 /2013

AEM 4235 Agricultural Marketing

Date : 22-08-13  
 Time : 0930-1230 hours  
 Duration : Three (3) hours.

SECTION II

1. (i) Draw the product life cycle and name its stages (5 marks).  
 (ii) Explain the specific characteristics of the 'introductory stage' of the above mentioned product life cycle . (10 marks).  
 (iii) Discuss the possible methods of extending the product life cycle (10 marks).
2. (i) Name the five (5) functions in the food marketing system (5 marks).  
 (ii) Discuss the stages in the food distribution channel. (20 marks).
3. (i) Name the criteria used to identify a market segment (<sup>10</sup>~~05~~ marks).  
 (ii) Discuss the demographic variables used in market segmentation (15 marks).
4. Write short notes on any four (4) of the following (25 marks).
  - (i) Food rationing
  - (ii) Marketing functions
  - (iii) Trade fairs and exhibitions.
  - (iv) Food security and agriculture.
  - (v) Paddy marketing
5. Discuss the effect of the following in changing the demand for a commodity (25 marks)
  - (i) Introducing new products
  - (ii) Changes in the prices of other products.
6. Discuss the problems in agricultural marketing considering both input and output marketing (25 marks).