



The Open University of Sri Lanka
 Faculty of Engineering Technology
 Diploma/Degree in Technology & Industrial Studies (Agriculture)

Final Examination- 2009 / 2010

AEM 4235 Agricultural Marketing

Date : 01- 04 - 10
 Time : 14.00 - 17.00 hours
 Duration : Three (03) hours

SECTION II

1. i. Briefly explain the characteristics of each stage in of a product's life cycle.(10 marks)
 ii. Discuss with examples the importance of 'product life cycle management' in increasing the revenue of organizations. (15 marks)
2. i. Graphically illustrate the following situations.(10 marks)
 - a. Perfectly elastic demand
 - b. Perfectly inelastic demand
 ii. Discuss the effects of complementary goods and substitutes in determining the demand for a commodity. (15 marks)
3. Write short notes on four (4) of the following. (25 marks)
 - a. Risks in agriculture
 - b. domestic food production programmes.
 - c. market segmentation
 - d. paddy marketing systems in Sri Lanka.
 - e. product promotion.
4. Explain the situation of fixing an 'equilibrium price' using a graph. (10 marks)
 - ii Discuss the role of the government in protecting both the consumer and the producer through policy regulations in marketing. (15 marks)
5. **'Perishability, seasonality and geographic specialization are limiting factors in the production and marketing of fruits and vegetables'.**
 Comment on this statement suggesting possible measures to overcome these limitations. (25 marks)
6. Discuss with examples the recent trends in the local food marketing system. (25 marks)