



The Open University of Sri Lanka
 Faculty of Engineering Technology
 Diploma/Degree in Technology & Industrial Studies (Agriculture)
 Final Examination- 2011 /2012

AEM 4235 Agricultural Marketing

Date : 22- 03-2012
 Time : 1400 - 1700
 Duration : Three (3) hours.

SECTION II

1. (i) Explain the different types of fruit and vegetable markets in Sri Lanka (05 marks).
 (ii) Discuss the following in relation to fruit and vegetable marketing in Sri Lanka.
 (a) Reasons for price variations based on market types (10 marks).
 (b) Problems in fruit and vegetable marketing channel (10 marks).
2. (i) Explain the different types of risks involved in agriculture (10 marks)
 (ii) Discuss how 'facilitative functions' in marketing could contribute to overcome these risks. (15 marks).
3. (i) Explain using a graph, how product surpluses are created. (05 marks).
 (ii) Differentiate between the marketable surplus and the marketed surplus of a crop Product. (10 marks).
 (iii) Discuss the factors determining 'marketable surpluses' of crop products. (10 marks)
4. Write short notes on four (4) of the following
 (1) Product life cycle
 (2) Input marketing in agriculture.
 (3) Marketing communication
 (4) Marketing efficiency.
 (5) Grain marketing. (25 marks)
5. Discuss the need for agricultural marketing. Your answer should highlight the reasons for developing a system of agricultural marketing. (25 marks).
6. Critically analyse the role of 'market intermediaries' in marketing of agricultural products. (25 marks).