



The Open University of Sri Lanka
Faculty of Engineering Technology
Diploma/Degree in Technology & Industrial Studies (Agriculture)
Final Examination- 2008 /2009
AEM 4235 Agricultural Marketing

Date : 08 -04 - 2009
Time : 0930-1230 hours
Duration : Three (3) hours.

SECTION II

1. (a) Comment on the functions performed by agent middlemen in marketing of agricultural products.
(b) Discuss the disadvantages of having middlemen in the market chain.
2. (a) Name the four 'P's in the marketing mix and explain the components under each 'P'
(b) Discuss the importance of the following parameters in the marketing mix, with reference to food and beverage products;
 - i. quality
 - ii. Packaging.
 - iii. Size.
3. Write short notes on any four (4) of the following;
 - i. Domestic food production and distribution.
 - ii. Marketing communication
 - iii. Facilitative functions in marketing.
 - iv. Price elasticity of demand.
 - v. Product life cycle
4. 'Unequal supply and demand bring about surpluses and shortages of commodities'.
 - (a). Discuss how surpluses and shortages are created, using demand - supply curves.
 - (b). Comment on the relationship between the marketable surplus and the marketed surplus of products.
5. 'Food situation is linked with the agricultural policies of a country.'
 - (a) Define the term 'food security.'
 - (b) Explain how the government ensures food security by maintaining food supply and increasing the purchasing power of households.
6. Write an essay on 'Grain marketing systems in Sri Lanka' describing the people and marketing agencies involved in the process.

