



The Open University of Sri Lanka
 Faculty of Engineering Technology
 Diploma/Degree in Technology & Industrial Studies (Agriculture)
 Final Examination- 2009 / 2010
 Agricultural Economics and Management

Date : 28 - 03 - 10
 Time : 14.00 - 17.00 hours
 Duration : Three (03) hours

SECTION II

1. i. Briefly explain the features that differentiate labour from other factors of production. (10 marks)
 ii. Discuss the methods of increasing the efficiency of labour in an agricultural enterprise. (15 marks)
2. i. Briefly explain the steps involved in project planning. (10 marks)
 ii. Discuss the technical and commercial aspects to be considered in planning a crop / livestock project. (15 marks)
3. Write short notes on four (4) of the following (25 marks)
 - a. Financial ratio analysis
 - b. Growth with equity model
 - c. Barriers for communication
 - d. Whole farm planning.
 - e. Commercial farming.
4. i. Briefly explain the components included in an activity budget. (10 marks)
 ii. Discuss with examples how a farm manager could gain mutual benefits by combining crop and livestock enterprises. (15 marks)
5. Discuss the influence of modernization of agriculture along with farm mechanization as a measure of overcoming rural poverty. (25 marks)
6. 'Agriculture contributes to the development of other sectors in the economy'
 Write an essay on "challenges in economic development" with special reference to strengths and weaknesses in agricultural sector in Sri Lanka. (25 marks)



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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)