

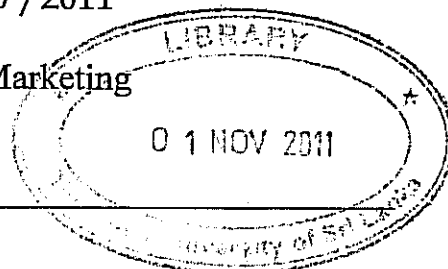


The Open University of Sri Lanka
 Faculty of Engineering Technology
 Diploma/Degree in Technology & Industrial Studies
 (Agriculture)

Final Examination- 2010 /2011

AEM 4235 Agricultural Marketing

Date : 31- 03-2011
 Time : 1400 - 1700
 Duration : Three (3) hours.



SECTION II

1. (i) Briefly explain the components of the '4P's in the marketing mix (10 marks).
 (ii) Discuss the role of marketing communication in food and & beverage Marketing (15 marks).
2. (i) What are the criteria used to assess the viability of a market segment (05 marks).
 (ii) Discuss the following approaches to market segmentation (20 marks)
 - (a) Based on analysis of customer behaviour
 - (b) Based on analysis of customer characteristics
3. (i) Describe the need for agricultural marketing in the modern society (10 marks).
 (ii) Discuss the problems of Agricultural marketing with respect to the following;
 - (a) Handling, packaging and processing
 - (b) Input distribution
 - (c) Price fluctuation (5 x 3 = 15marks).
4. Write short notes on four (4) of the following (25 marks).
 - (1) Ansoff Matirx
 - (2) Facilitative functions in marketing
 - (3) National food requirements.
 - (4) Roadside markets
 - (5) Elasticity of demand.
- 5 (i) Define the term 'Food marketing'(05 marks)
 (ii) Discuss the 'Functional approach 'to food marketing (20 marks)
- 6 **Increasing prices of food items especially vegetables, is a problem faced by local consumers today.**

Discuss the consequences faced by consumers with reference to food security and nutrient requirements and suggest possible measures to overcome the problem (25 marks).