



The Open University of Sri Lanka
Faculty of Engineering Technology
Industrial Studies Program

Final Examination- 2007

AEM4235 Agricultural marketing

Date : 13-05-2008

Time : 0930-1230 hours

SECTION II: Answer any four (04) questions.

1. There are many factors that influence the demand for a commodity thus shifting the demand curve to the left or the right.

- (a) Outline the factors influencing the demand for a commodity.
(b) Select three factors and discuss with examples how they affect the demand.

2. (a) Define the term price elasticity of demand.

- (b) Discuss perfectly elastic demand and perfectly inelastic demand situations using graphs and suitable examples to illustrate your answer.

3. Agricultural products can be categorized as fresh products, processed products and grains.

Discuss giving suitable examples in various methods applied in marketing of these products.

4. Write short notes on three (03) of the following:

- (a) Retail food marketing
(b) product life cycle
(c) constraints in agricultural marketing
(d) Role of middlemen.

5. Under the present free market economic system various departments and agencies are involved in agricultural marketing.

Discuss the marketing functions of the following agencies highlighting the products they handle.

- (a) Government departments
(b) private sector marketing agencies.
(c) transnationals
(d) cooperatives.

6. Discuss the role of the government in agriculture marketing including supply of inputs and selling of outputs.