



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

Final Examination - 2013/14

AEM4235 - Agricultural Marketing

Date : 04- 09-2014
Time : 9.30 – 12.30

SECTION II: Answer any four (04) questions

1. (i) Draw the product life cycle and name its stages (5 marks).
 (ii) Explain the specific characteristics of the 'introductory stage' (10 marks).
 (iii) Discuss the possible methods of extending the product life cycle (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 overcoming these risks. (15 marks).
3. (i) Write down the equation of a demand function and name the variables. (5 marks)
 (ii) Graphically illustrate how demand changes with each of the independent variable. (10 marks)
 (iii) What is cross price elasticity? (3 marks)
 (iv) Discuss how availability of substitutions would influence the price elasticity of a good. (7 marks)
4. (i) Graphically explain 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 that determine 'marketable surpluses' of crop products. (10 marks)
5. Write short notes on **five (05)** of the following (5 marks each)
 - (i) Paddy marketing.
 - (ii) Input marketing in agriculture.
 - (iii) Marketing communication
 - (iv) Marketing efficiency.
 - (v) Income elasticity of demand.
 - (vi) Trade fairs and exhibitions.
6. Discuss the need for an efficient agricultural marketing for a country. Your answer should highlight the reasons for developing a system of agricultural marketing. (25 marks).