

The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Agricultural & Plantation Engineering



Study Programme	: Bachelor of Industrial studies Honours in Agriculture
Name of the Examination	: Final Examination
Course Code and Title	: AGM4535/ AEM4235 Agricultural Marketing
Academic Year	: 2017/18
Date	: 22 nd January 2019
Time	: 0930-1230hrs
Duration	: 3 hours

General Instructions

1. Read all instructions carefully before answering the questions.
2. This section **contains (6) questions**. Answer any **Four (4)** questions.
3. All questions carry equal marks.
5. Answer for each question should commence from a new page.
6. This is a Closed Book Test (CBT).
7. Answers should be in clear hand writing.
8. Do not use Red colour pen.

SECTION II: Answer any four (04) questions

1. **Agriculture becomes a risky enterprise due to special features of agricultural production.**
 - i. Describe the special features of agricultural production (10 marks).
 - ii. Explain **two (2)** types of risks involved in agricultural marketing (5 marks).
 - iii. Discuss possible measures that can be taken to minimize these risks (10 marks).

2.
 - i. Draw the Ansoff Matrix and name its components (07 marks).
 - ii. Briefly explain the **four (04)** marketing strategies in the above matrix (08 marks).
 - iii. Select any **two (02)** strategies from above and discuss how these can be used to improve the profits of the firm (10 Marks).

3. **'Grain marketing differs from fruit and vegetable marketing due to several reasons'.**
 - i. Describe the factors that differentiate grain marketing from fruit & vegetable marketing (05 marks).
 - ii. Explain **two (02)** types of grain marketing strategies (10 marks).
 - iii. Discuss the problems and limitations associated with grain marketing system (10 marks).

4. Write short notes on any **five (05)** of the following topics (25 marks).
 - i. Marketing communication
 - ii. Equilibrium price
 - iii. Market segmentation
 - iv. Food retailing
 - v. Price Fluctuations.
 - vi. '4Ps' in Marketing

5.
 - i. Define the term **'Food Security'** (05 marks)
 - ii. Discuss the consequences of increasing food prices with special reference to Consumption patterns and nutrient requirements (20 marks)

6. **'Processing is a marketing function that benefits both producers and consumers'.**
Critically evaluate this statement (25 marks).