



Study Programme: Bachelor of Industrial Studies Honours in Agriculture

Name of the Examination: **Final Examination**

Course Code and Title: **AGM 4363 Agricultural Marketing**

Academic Year :

Date : 15/02/2025

Time : 9.30 -12.30

Duration : 3 hours

Select any **four (4)** questions from the following. Write your answers in the answer book.

Question No 2

- i. Draw the 'Ansoff Matrix' and name its components (04marks).
- ii. Describe **two (2)** strategies in the matrix with examples (8 marks)
- iii. Explain the reasons for considering agriculture as a risky enterprise. (08 marks).

Question No 3

- i. List **four (4)** criteria used to identify a successful market segment (04 marks).
- ii Describe the **Geographic** and **Demographic** variables of market segmentation (08 marks).
- iii. Discuss how **Psychographic** variables influence the segmentation of agricultural markets. (08 marks).

Question No 4

- i. Describe the functions performed by following types of market intermediaries (10 marks).
a. Merchant middlemen b. Agent middlemen
- ii. 'Market intermediaries play an important role in ensuring the food security in Sri Lanka'. Discuss with examples (10 marks)

Question No 5.

Write short notes on **four (4)** of the following (5x4=20marks).

- (i) Food distribution
- (ii) Product life cycle
- (iii) Physical functions in marketing
- (iv) Periodic rural markets
- (v) Surpluses and shortages in marketing
- (vi) Market integration.

Question No 6.

'The agricultural sector plays a significant role in driving Sri Lanka's economic development through various means'

Comment on the above statement. (20 marks).

Question No 7.

In fact, farmers prefer to sell their paddy harvest to the private sector, despite the incentives and support services provided to them by the Sri Lankan government.

Critically evaluate the above situation (20marks).