



EASTERN UNIVERSITY, SRI LANKA
FACULTY OF AGRICULTURE
FINAL YEAR FIRST SEMESTER EXAMINATION – 2010
AEC 4106: Agricultural Marketing

Answer All questions

Time: 02 hours

01. (a). What is Agricultural marketing?
(05 Marks)
- (b). Differentiate marketing from selling
(05 Marks)
- (c). Briefly explain two types of fruits and vegetable markets functioning in rural areas
(05 Marks)
- (d). List five marketing strategies that can be used to market farm products more profitably.
(10 Marks)
02. (a). Explain “value addition” with examples from farm products.
(05 Marks)
- (b). Explain the main ingredients of marketing of agribusiness products.
(05 Marks)
- (c). What are the four controllable variables related with marketing?
(05 Marks)
- (d). Outline the steps needed to conduct research for formulating marketing plans.
(10 Marks)
03. (a). Explain some methods of determining the marketing charges/fees for a product.
(05 Marks)

(b). List a few observations /views on high marketing costs for farm products.

(05 Marks)

(c). "All regions of the country can benefit from Agricultural Exports", Explain.

(05 Marks)

(d). What are the two major economic forces identified in the agricultural marketing environment?

(10 Marks)

04. Briefly explain the following

(a). Market economy and the price mechanism

(b). General economic arguments for 'protection'

(c). Speciality markets.

(d). Humanitarian reasons for exporting agricultural products

(e). Factors affecting the rise in marketing cost

(5X5 = 25 Marks)
