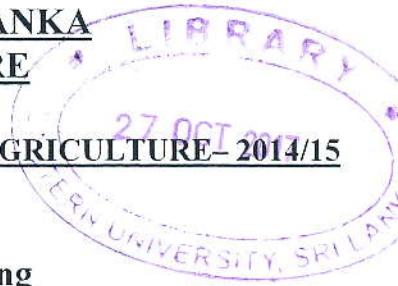


EASTERN UNIVERSITY, SRI LANKA
FACULTY OF AGRICULTURE

FINAL YEAR FIRST SEMESTER EXAMINATION IN AGRICULTURE- 2014/15
(May/June 2017)



EC 4107: Agricultural Marketing

Answer All questions

Time: 02 hours

- (a). Define the term "Agricultural Marketing". (05 Marks)
- (b). List out the steps involved in Agricultural Marketing. (05 Marks)
- (c). Briefly explain Micro Vs Macro approach in studying Agricultural Marketing, with examples. (05 Marks)
- (d). Explain the factors which affect food and agricultural marketing in an economy. (10 Marks)
- (Total 25 Marks)
- (a). State some strategies which are used in the marketing of farm products. (05 Marks)
- (b). Differentiate between wholesale and retail markets. (05 Marks)
- (c). Briefly discuss some main types of fruit and vegetable markets prevailing in Sri Lanka. (05 Marks)
- (d). Define the four Ps (Production, Price, Place and Promotion) that make up the marketing mix. (10 Marks)

(Total 25 Marks)

03. (a). Briefly explain the steps in conducting marketing research.

(05 Marks)

(b). Explain how the marketing costs of agricultural commodities are determined. State the factors that affect the rise in marketing costs.

(05 Marks)

(c). What are five functions that packaging can perform in adding value to an agricultural product?

(05 Marks)

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

(10 Marks)

(Total 25 Marks)

04. Briefly explain with examples.

(a). Market economy and the price mechanism

(b). Commodity-based, Market oriented Farmer Organizations.

(c). Rural Markets.

(d). Technological forces and the Marketing environment.

(e). Super Markets.

(5X5 = 25 Marks)
