

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT*
SPECIAL EXAMINATION FOR FINAL YEAR
BACHELOR OF BUSINESS ADMINISTRATION/ COMMERCE
2005/ 2006 (JAN/ FEB, 2008)



COC 3032 - MARKETING AGRICULTURE PRODUCT

Answer all questions

Time – 02 hours

- Q1
- I. Explain clearly what is meant by “ Agricultural Marketing”
(07 marks)
 - II. Using examples, briefly explain the Functional and Individual Commodity Approach to the study of agricultural marketing.
(09 marks)
 - III. Explain clearly what are Marketing Firms
(09 marks)
- (Total 25 Marks)

- Q2
- I. Briefly explain the factors determining the demand and purchasing behavior of consumers of farm product at a market.
(07 marks)
 - II. Explain the term “ Marketing Channel” with special reference to Simple and Complex Marketing (give examples in each case)
(09 marks)
 - III. Discuss briefly the role of the following in marketing of farm products
 - Retailers
 - Wholesalers
 - Agent & Brokers
(09 marks)
- (Total 25 Marks)

- Q3
- I. What does “Marketing Cost & Marketing Margin” imply for a product?
(07 marks)
 - II. The Constant Unit marketing margin for poultry meat is Rs 40/=, and the Retail demand for poultry meat is given by the equation: $P_r = 200 - Q_r$.

- a) Derive the farm gate demand for poultry meat,
- b) Given poultry meat's **Retail price (Pr)** is Rs 100, and **Farm gate price** is Rs. 60 per unit and market equilibrium quantity is 200 units then calculate the Farm & Retail Price Elasticity.

(10 marks)

III. Briefly discuss the common problem faced in agricultural marketing.

(08 marks)

(Total 25 Marks)

Q4 Explain clearly the following

- a) Marketing Mix
- b) Vertical Integration
- c) Forward Contracting

(Total 25 Marks)