

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF AGRICULTURE
FINAL YEAR FIRST SEMESTER EXAMINATION – 2007/08



AEC 4106 Agricultural Marketing

Answer all questions

Time : 02 hours

01. (a) Distinguish between selling and marketing. (05 marks)
- (b) Briefly explain how supply and demand affects prices. (05 marks)
- (c) Briefly describe four types of grain markets. (05 marks)
- (d) List seven marketing strategies that can be used to market farm products more profitably. (10 marks)
02. (a) Briefly discuss five examples of speciality markets. (05 marks)
- (b) What are the four main ingredients of marketing for agribusiness products? (05 marks)
- (c) Define the four 'Ps' that make up the marketing mix. (05 marks)
- (d) Outline the six steps needed to conduct research for formulating marketing plans. (10 marks)
03. (a) Explain five methods of determining the marketing charges for a product. (05 marks)
- (b) List out the factors affecting the food marketing costs. (05 marks)
- (c) Briefly explain the importance of international trade. (05 marks)
- (d) Explain some external forces making up the marketing environment. (10 marks)
04. Briefly explain the following :
- (a) Comparative Advantage
- (b) General economic argument for 'protection'
- (c) Factors to be considered in an agrimarket
- (d) Humanitarian reasons for exporting agricultural products
- (e) Value addition to an agricultural product.

(5 x 5 = 25 marks)
