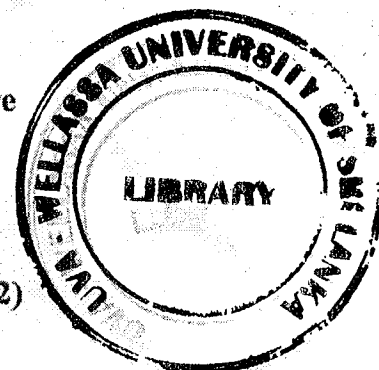


Faculty of Animal Science & Export Agriculture
Uva Wellassa University
Year III Semester I
End Semester Examination – December 2008

Strategies in Agricultural Marketing (EAG 322-2)



Paper II

Instructions

Answer all questions

No. of questions : Two (02)

No. of pages : One (01)

Time : One hour (1 hr)

Total marks allocated : 60 marks

Index Number:

Question 1 – Principles of Marketing (30 Marks)

- a) Briefly explain the following concepts (9 marks)
 1. Production Concept
 2. Sales Concept
 3. Marketing Concept
- b) List and briefly explain the elements of the Extended Marketing Mix. (6 Marks)
- c) Draw the Product Life Cycle diagram and discuss the nature of its stages in brief. (15 Marks)

Question 2 – Agricultural Produce Marketing (30 Marks)

- a) Explain why Agricultural Marketing is considered as a risky and complicated operation? (9 marks)
- b) Outline the choices available for a farmer to sell his agricultural produces. (6 marks)
- c) Briefly explain the potential solutions that can be adopted to improve and secure the profitability of farmers while improving the efficiency and effectiveness of Agricultural Marketing Process. (15 Marks)