



**Uva Wellassa University**  
**Faculty of Animal Science & Export Agriculture**

**Year III Semester I**  
**End Semester Examination – Feb/March 2011**

**Strategies in Agricultural Marketing (EAG 322-2)**



**Instructions**

Answer all questions

No. of questions : Two (02)  
 No. of pages : One (01)  
 Time : One hour (1 hr)  
 Total marks allocated : 60/100 marks

**Index Number:**

**Part II**

**Section A - Principles of Marketing**

**Question 1: (30 Marks)**

- a) Define the term "Agriculture Marketing". (4 marks)
- b) Graphically illustrate the consumer buying decision making process. (6 marks)
- c) Briefly discuss the key features of each stages of the Product Life Cycle. (10 marks)
- d) Discuss the basic steps to be followed in developing an effective marketing communication program. (10 marks)

**Section B - Agricultural Produce Marketing**

**Question 2: (30 Marks)**

- a) Briefly discuss the main characteristics of different market opportunities available for producer farmers to sell their produce. (15 marks)
- b) Briefly explain the importance of following product/production based approaches to improve the profitability of producer farmers. (3 x 5 Marks)
  - i) Standardization
  - ii) Grading
  - iii) Value Addition
  - iv) Transportation
  - v) Storage

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