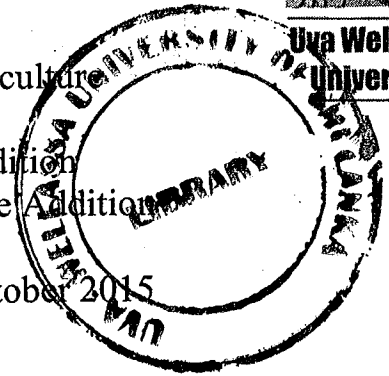


Uva Wellassa University
Faculty of Animal Science & Export Agriculture
B.Sc. in Export Agriculture
B.Sc. in Tea Technology and Value Addition
B.Sc. in Palm & Latex Technology and Value Addition

End Semester Examination – September/ October 2015
Year III Semester I



Strategies in Agricultural Marketing (EAG 322-2)

Instructions

Answer **All** questions

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

PART II- ESSAY

Question 1

- 1.1 Briefly describe micro-environmental actors and macro-environmental forces in the marketing environment. (15 Marks)
- 1.2 Critically discuss the importance of middleman in marketing with special reference to the services rendered by them. (15 Marks)

Question 2

- 2.1 Explain the special characteristics of agricultural marketing which make it more complex and risky. (12 Marks)
- 2.2 Briefly discuss different direct marketing approaches for agricultural produce. (18 Marks)