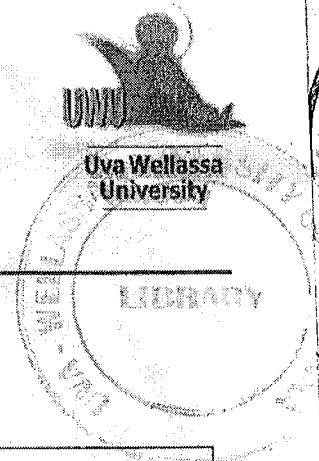


Faculty of Animal Science & Export Agriculture  
Uva Wellassa University  
Year III Semester I  
End Semester Examination – December 2009

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 "Marketing" and *outline* the four (4) major functions of marketing process. (5 marks)
- b) Segmentation is one the tactical tools being used in marketing. *Briefly explain*:
  - What is segmentation?
  - Criteria of segmenting consumer market and business market giving examples
  - Danger of market segmentation (10 marks)
- c) *Briefly explain* the importance of middlemen in marketing process and *list down* important services rendered by them. (10 marks)
- d) *Briefly explain* five (5) major promotional tools that can be used in marketing communication process. (5 marks)

**Section B - Agricultural Produce Marketing**

**Question 2: (30 Marks)**

- a) Explain the causes for poor marketing of agricultural produce. (6 marks)
- b) Briefly discuss following market opportunities. (9 marks)
  - Regulated market
  - Forward sale contract
  - Buyback system
- c) Discuss the ways in which the agricultural marketing process can be improved to ensure high profits for producer farmers. (15 marks)

- End -