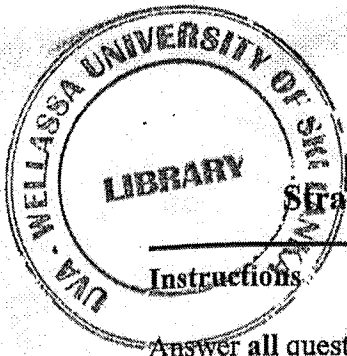
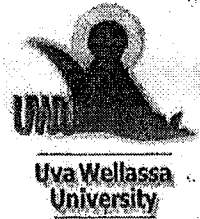


Uva Wellassa University
Faculty of Animal Science & Export Agriculture
End Semester Examination – Feb/March 2012
Year III Semester I



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

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. (4.5 marks)
- b) Briefly discuss the key features of each stages of the Product Life Cycle. (10 marks)
- c) Briefly discuss the different factors affecting on the pricing of products. (08 marks)
- d) Briefly explain five (5) major promotional tools that can be used in marketing communication process. (7.5 marks)

Section B - Agricultural Produce Marketing

Question 2: (30 Marks)

- a) Briefly explain the causes for poor marketing of agricultural produce. (05 marks)
- b) Critically discuss the involvement of middlemen in agriculture marketing process. (06 marks)
- c) Briefly explain the following market opportunities available for producer farmers to sell their produce. (09 marks)
 - Regulated market
 - Forward sale contract
 - Buyback system
- d) Briefly explain the product/production based approaches you learnt to improve the profitability status of producer farmers. (10 Marks)



- End -