



EASTERN UNIVERSITY, SRI LANKA

EXTERNAL DEGREE

FINAL YEAR, FIRST SEMESTER EXAMINATION IN AGRICULTURE-2013

EC 4107: AGRICULTURAL MARKETING

Answer ALL questions

Time: 02 hours

1. a) What is **Agricultural Marketing**?
- b) **Classify markets** on the basis of area from which buyers and sellers usually come for transactions.
- c) Briefly explain the terms **Marketable Surplus** and **Marketed Surplus**.
- d) What are the **major functions** of marketing?
- e) Differentiate between a **Retail Market** and a **Wholesale Market**.

2. a) Explain what a **Marketing Channel** is and illustrate its components.
- b) What is **Marketing Costs** and how can it be reduced?
- c) Explain the term **Price Spread / Marketing Margin**.
- d) Briefly explain Marketing Efficiency and Pricing Efficiency.
- e) Agricultural products are highly perishable in nature. Explain briefly how this affects marketing of food products.

3. a) Discuss the **importance/role** of agricultural marketing to the rural economy.
- b) List a few **marketing organizations** in Sri Lanka that deals with agricultural products and the problems they face in operating.

4. Discuss the **impact of food marketing** on producers and consumers in a region.
