



SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

**Higher National Diploma in Technology (Agriculture)
Second Year, 2nd Semester Examination – 2016 (New)
AG2203: Agriculture Marketing**

Instructions for Candidates:

The question paper contain part 1 and part 11

Answer all the questions in part 1 and (02) questions only in part 11

No of pages : 03

No of Questions : 05

Time: 1.5 hours only

Part-I

01.(Total 20 marks)

i. What do you mean by term ‘Value addition’ in relation to Agricultural product? (04 marks)

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ii. Give two examples for value addition related to the agricultural products. (04 marks)

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iii. What is a marketing channel? (04 marks)

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iv. Write one marketing channel for each of the following category. (04 marks)

a. Paddy

b. Fruit

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v. Compare the wholesaler and retailer

(04 marks)

Wholesaler

Retailer

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02 (Total 20 marks)

i. What is "Credit?"

(04 marks)

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ii. Write two formal credit sources.

(04 marks)

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iii. Write two disadvantages of informal credit.

(04 marks)

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iv. Write two benefits of concessionary credit.

(04 marks)

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v. Write two requisites of a good credit system.

(04 marks)

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Part 11

03 (Total 30 marks)

- i. Differentiate the “Micro marketing” and “Macro marketing”. (10 marks)
- ii. Explain the market mix or 4Ps. (10 marks)
- iii. Explain the four facilitative functions in Agriculture marketing with relevant examples (10 marks)

04 (Total 30 marks)

- i Write short notes on following topics.
 - a. Market Margin and its importance (08 marks)
 - b. Characteristics of perfect competitive market (06 marks)
 - c. Roles of Government in Agriculture marketing (06 marks)
- ii. Explain the expectations of major players in Agricultural marketing. (10 marks)

05 (Total 30 marks)

- i. Explain the future market and its advantages. (10 marks)
- ii. “Agriculture marketing is always subjected to risk and uncertainty than other markets” Critically evaluate the above statement. (10 marks)
- iii. Discuss the services provided to local farmers by an efficient economic centers in Sri Lanka. (10 marks)