



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 – 2015 (New)
AG2203: Agricultural Marketing**

Instructions for Candidates:

The question paper contains Part I and Part II

Answer all the questions in Part I and only 02 questions in Part II

No of pages : 03

No of questions : 05

Time : 1 ½ hours

Part-I

01. i. Write five problems of marketing agricultural products. (05 marks)

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ii. Name four major players in an agricultural market. (05 marks)

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iii. Write four suggestions to change the traditional agricultural production unit into an industrialized agricultural production unit. (05 marks)

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v. List four advantages of forward market. (05 marks)

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02 i. Write four functions of money. (05 marks)

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ii. List five characteristics of favorable money. (05 marks)

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iii. Briefly explain two core functions of Central Bank in Sri Lanka. (05 marks)

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iv. Give examples for following banks in Sri Lanka. (05 marks)

a, Two government commercial banks

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b. Two private commercial banks

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c. One government saving bank

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Part 11

03.(Total 30 marks)

- i. Write two definitions for agricultural marketing. (10 marks)
- ii. Explain the physical functions of agricultural marketing. (10 marks)
- iii. Write an essay on “Services provided to consumer by efficient marketing system.” (10 marks)

04. .(Total 30 marks)

- i. Explain the following two marketing approaches. (10 marks)
 - a. Commodity approach
 - b. Institutional approach
- ii. “A farmer’s share of the consumer’s rupee indicates the wellbeing of farmers.”
Do you agree with the above statement? Critically explain the theory behind the above statement. (10 marks)
- iii. Explain the form of government intervention on agricultural market. (10 marks)

05. .(Total 30 marks)

- i. Discuss the different types of agricultural markets. (10 marks)
- ii. Explain the following topics under agricultural credit. (10 marks)
 - a. Need of credit
 - b. Sources of credit
- iii. Write and explain the various sources of risk and uncertainty in agriculture. (10 marks)

