

KERALA AGRICULTURAL UNIVERSITY
B.Sc (Hons.) Forestry Degree Programme
IVth Semester Final Examination-August .2016

Cat. No: Wosc.2205

Title: Marketing and Trade of Forest Produce (2+1)

Marks: 50
Time: 2 hours
(10 x 1=10)

I Fill up the blanks

1. Marketing refers to _____
2. Supply curve is conventionally _____ shaped
3. GATT is a recognized form of _____
4. Expansion of ITTO is _____

State True or False

5. Elasticity of demand of forest produce is elastic in nature
6. Revenue can be defined as Price multiplied by quantity produced
7. The pure rate of interest is risk associated rate
8. The timber market in Kerala is a seller's market.

Define

9. Derived demand
10. ISO certification

(5 x 2=10)

II Write short notes on any Five.

1. Mention the special features of demand for forest produce.
2. Write down supply functions for two forest products.
3. What do you mean by value addition? How is it applicable to forest produce.
4. What is demand forecasting? Suggest any one method for forecasting demand for honey.
5. Mention any three timber forest produce and what are their uses?
6. Write a short note on timber certification.
7. What is WTO? What are the merits of globalisation?

(5 x 4=20)

III Write short essay on any FIVE

1. Discuss the market behavior of forest produce.
2. Explain the methodology of price determination of non timber forest products.
3. What is a market channel? Which are the important marketing channels for forest products.
4. Write a note on market potential for medicinal plants.
5. What do you mean by market inefficiencies?
6. Explain the major proposals of Dunkel.
7. Explain the share of forest produce in the national income of India.

(1 x 10=10)

IV Write Essay on any ONE

1. Discuss different types of markets applicable to forest produce and its features.
2. Discuss the direction and magnitude of trade of forest produce since 2000.
