BIBLIOGRAPHY

A. Books


B. Journals


Nalini Ranjan Kumar and Mathura Rai “Performance, Competitiveness and Determinants of Tomato Export from India” *Agricultural Economics Research Review* 2007, Vol. 20 pp 551-562


Niemi, J., “Cointegration and Error Correction Modelling of Agricultural Commodity Trade: The Case of ASEAN Agricultural Exports to the EU”. *Agricultural and Food Science Finland, 2003 Vol. 12: pp 1–164*


C. Reports


D. Unpublished Theses


E. Websites

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www.astaspice.org
www.esa_spices.org
www.fas.usda.gov
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www.indianspices.com
www.indiastat.com
www.ipcnet.org.
www.spicesboard.in
www.spicesboard.org
II Economic data

a. Period of operation
   1. 5 years  {  }
   2. 5 years-10 years  {  }
   3. More than 10 years  {  }

b. Entrepreneurship: First generation/Second Generation

c. Form of business:
   1. Sole Trader  (  )
   2. Partnership firm  (  )
   3. Joint stock company  (  )

d. Quantity of export ____________ tonnes.

e. Annual turnover of the company
   1. Less than Rs 10 Lakh {  }
   2. Rs 10-20 Lakh  {  }
   3. More than 20 Lakh  {  }

III Export data

a. Source of export order
   1. Through foreign buyers  [  ]
   2. Through foreign agents  [  ]
   3. Others
b. What type of pepper is used?

c. In what form pepper is exported? Bulk/ Value added

d. Type of machines used:
   1. Imported [ ]
   2. Indigenous machines [ ]
   3. Both [ ]

IV Demand

1. Do you find any difficulty in getting Export Orders?
   1. Always{ }  2. Sometimes{ }  3. Never{ }

2. Sources of information about foreign demand?
   1. Trade links [ ]  2. Spices Board [ ]  3. Websites [ ]
   4. Trade Fairs [ ]  5. Others [ ]

3. Is there any Promotional agency assisting you to secure export order?
   1. Yes { }  2. No { }

4. If yes, which is the agency assisting you the most?
   1. Spices Board  2. IPSTA  3. IPC
   4. Others (please Specify)

5. Is there any extra demand for value added pepper in the international market?
   1. Yes { }  2. No { }  3. Don’t Know { }
V  Supply

1  Do you find it difficult to get pepper as per requirements?

1  Always{   }  2  Sometimes{    }  3  Never{   }

2  Do you make any cleaning process before exports?

1  Yes {   }  2  No {   }

VI  Price

1  Do you get the international price for the produces exported?

1  Always{   }  2  Sometimes{    }  3  Never{   }

2  Is financial settlement a problem in the export business?

1  Always{   }  2  Sometimes{    }  3  Never{   }

3  Is the international price fluctuation a problem to the export business?

1  Always{   }  2  Sometimes{    }  3  Never{   }

4  Do you get any assistance from any agency in getting dues from importers?

1  Yes {   }  2  No {   }

VII  Operating Costs

1  what is your opinion about the expenditure involved in exports

1  Normal {   }  2  High {   }  3  Very high {   }
VIII  Competition

1  What is the degree of competition in the international pepper markets?
   1  Normal {   }  2  High {   }  3  Very high {   }

2  What is the degree of competition among the pepper exporters?
   1  Normal {   }  2  High {   }  3  Very high {   }

IX  External Factors

1  Legal formalities for exports are?
   1  Minimum (     )  2  Tolerable (    )  3  Troublesome (   )

2  What about the attitude for the banks towards exporters of pepper?
   1  Favorable [    ]  2  Neutral [    ]  3  Un favorable [    ]

3  What is the attitude of the government towards pepper exports?
   1  Favorable [    ]  2  Neutral [    ]  3  Un favorable [    ]

4  Is the functioning of Spices Board beneficial to the exporters?
   1  Always{   }  2  Sometimes{   }  3  Never{   }
Rank for the following strategies on the basis of suitability and practicality for better marketing of Indian Pepper?

<table>
<thead>
<tr>
<th>No</th>
<th>Problems</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Upgrading Product Quality</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Lack of Value addition Facilities</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Increased Regulatory Measures</td>
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<tr>
<td>D</td>
<td>Supply Chain Management</td>
<td></td>
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<tr>
<td>E</td>
<td>Price Factor</td>
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<td>F</td>
<td>Promoting Brand Names</td>
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<tr>
<td>G</td>
<td>Intensified Competition</td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>Exploring New Markets</td>
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</table>

Please give your Specific remarks, If any ________________________________

_____________________________________________________________________

_____________________________________________________________________

Thank You

>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>END>>>>>>>>>>>>>>>>>>>>>>>>>>>>>
## APPENDIX - B

### Pepper Market Price April 2005 to March 2010 (60 months)

<table>
<thead>
<tr>
<th></th>
<th>Countries</th>
<th>APR</th>
<th>MAY</th>
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<th>JUL</th>
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Source: www.spicesboard.com
APPENDIX- A

INTERVIEW SCHEDULE

I Profile of the Respondents

a. Name of the respondent/ Company:____________________________

b. Address:

c. Age

1. Less than 30 Years [  ]
2. 30- 50 Years [  ]
3. More than 50 Years [  ]

d. Gender:

Male (  ) Female (  )

e. Education:

1. Illiterate {  }
2. School level {  }
3. College level {  }
4. Professional level {  }
APPENDIX - C

PEPPER PICTURE GALLERY

Pepper in Different Languages and Continent Names

Name in Indian Languages:

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**Name in International Languages:**

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