



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

THIRD SEMESTER – NOVEMBER 2013

CO 3876 - BIO PRODUCT AND MARKETING

Date : 18/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION I (50 Marks)

Answer ALL questions

5 x2 = 10Marks

1. Differentiate casein from SNF.
2. Name any 2 varieties of indigenous breeds of Fowls.
3. Comment on fortified milk.
4. What are IUI and IVF?
5. What is eye stalk ablation?

Answer any TWO questions

2x10 =20 Marks

6. Write notes on Indian dairy products.
7. What is a pearl? Explain the production and harvesting of pearls.
8. Elaborate the methodology of sericulture.

Answer any ONE question

1 x 20 = 20 Marks

9. Write an essay on Apiculture.
10. Discuss in detail shrimp farming in India.

SECTION II (50 Marks)

Answer ALL questions

5 x2 = 10Marks

11. Define Advertising.
12. What is Marketing Mix?
13. Define Segmentation.
14. Explain Customer Relationship Marketing.
15. What is Sales Promotion?

Answer any TWO questions

2 x 10 =20 Marks

16. What is Marketing? Explain the functions of Marketing.
17. Describe the steps involved in Marketing Research.
18. What is Branding? Explain the different types of Brand.

Answer any ONE question

1 x 20 = 20 Marks

19. Enumerate in detail the different kinds of Pricing with example.
20. Describe the stages involved in Advertisement Budget and also explain the Budget Appropriation Method.
