



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2018

16/17PCO3ID01 – BIO-PRODUCTS AND MARKETING

Date: 03-11-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

BIO PRODUCTS

Part-A

Answer ALL questions

(5x2=10)

1. What is nacre?
2. Comment on Royal Jelly.
3. Give the structure of an egg.
4. What is panner?
5. Comment on chandraki.

Part-B

Answer any TWO questions

(2x10=20)

6. Give a note on prawn culture.
7. What is pearl, how is it cultivated?
8. Write a note on paddy cum fish culture.

Part-C

Answer any ONE questions

(1x20=20)

9. Write an essay on Apiculture.
10. Write an essay on Poultry and different breeds.

MARKETING

Part-A

Answer ALL questions

(5x2=10)

1. Define the term “Customer Retention”.
2. What do you mean by User Experience Stories?

3. Write a note on Organic Products.
4. What is meant by SWOT Analysis?
5. Write a note on Relationship Building.

Part-B

Answer any TWO questions

(2x10=20)

6. Explain about the Consumer Segments in Organic Food Market.
7. List out and explain various benefits of Organic Products.
8. Explain the Social Responsibility of Organic Product marketing.

Part-C

Answer any One question.

(1x20=20)

9. Explain the various types of Pricing of Bio Products and its importance.
10. Critically evaluate the marketing plan for Organic Products.

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