



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2014

CO 3876 - BIO-PRODUCTS AND MARKETING

Date : 12/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION - I (50 Marks)

PART-A

Answer ALL questions:-

(5 x2 = 10Marks)

1. What is Lacto Meter?
2. What is Panner?
3. Draw labeled diagram of Bee hive.
4. What is ART?
5. How is Pearl formed?

PART-B

Answer any TWO questions:-

(2x10 =20 Marks)

6. Write short notes on Honey and its products.
7. Write an essay on Prawn Culture.
8. Write a note on Sericulture.

PART-C

Answer any ONE question:-

(1 x 20 = 20 Marks)

9. Give the schematic representation of milk and its products.
10. What are the major types of Aqua-culture?

SECTION II (50 Marks)

PART-A

Answer ALL questions:-

(5 x2 = 10Marks)

11. What is Marketing Mix?
12. Define Sales Promotion.
13. What do you mean by Brand?
14. List out the approaches to the study of Marketing.
15. Define Marketing Research.

PART-B

Answer any TWO questions;-

(2 x 10 =20 Marks)

16. Define Marketing. Explain the objectives of Marketing.
17. Discuss the stages involved in Customer Relationship Management.
18. Describe the various forms of Pricing with an example.

PART-C

Answer any ONE question:-

(1 x 20 = 20 Marks)

19. Define Advertising. Explain the functions of Advertising.
20. Write a note on Marketing Concept. Explain in detail the factors influencing the Marketing Concept with an example.

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