



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2017

CO 3876 - BIO-PRODUCTS AND MARKETING

Date: 15-11-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-I: BIO-PRODUCTS (50 Marks)

Part – A

Answer ALL the questions.

(5 x 2 = 10 marks)

- 1) What is Royal Jelly?
- 2) Comment on nacre.
- 3) Write a note on bee communication.
- 4) Give the composition of egg.
- 5) What is chandriki?

Part – B

Answer Any TWO questions.

(2 x 10 = 20 marks)

- 6) Write a note on prawn culture.
- 7) Write an essay on pearl formation.
- 8) Elaborate on sericulture.

Part – C

Answer Any ONE question.

(1 x 20 = 20 marks)

- 9) Write an essay on apiculture.
- 10) Elaborate on dairy and its products.

SECTION – II: MARKETING (50 Marks)

Part – A

Answer ALL the questions.

(5 x 2 = 10 marks)

- 1) What is bio-products?
- 2) What is bio-product marketing?
- 3) How branding is associated with bio-products?
- 4) Write a short note on marketing mix.
- 5) What is bio-product environment?

Part – B

Answer Any TWO questions.

(2 x 10 = 20 marks)

- 6) What are the merits and demerits of organic products?
- 7) What are the process of bio-products?
- 8) Explain the pricing of bio-products.

Part – C

Answer Any ONE question.

(1 x 20 = 20 marks)

- 9) List out and explain the segmentation of bio-product marketing.
- 10) Explain the retention strategy in bio-products marketing.

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