



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION – COMMERCE**

**THIRD SEMESTER – APRIL 2017**

**CO 3876- BIO-PRODUCTS AND MARKETING**

Date: 22-04-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION - I**

**PART - A**

**BIO-PRODUCTS**

I Answer **ALL** the questions: **(5 x 2 = 10 Marks)**

1. What is bee communication?
2. What is Lacto meter?
3. Draw Labeled diagram of Chandriki.
4. What is pure Silk?
5. Comment on Nacre.

**PART – B**

II Answer any **TWO** of the following: **(2 x 10 = 20 Marks)**

6. Write short notes on Dairy products.
7. Write an essay on pearl Culture.
8. Write a note on Seri Culture.

**PART – C**

III Answer any **ONE** of the following: **(1 x 20 = 20 Marks)**

9. Give the details of Newton's hive and Api culture.
10. What are the major carps of India? Comment on it.

**Section II**  
**MARKETING**

**PART - A**

I **Answer ALL the questions:** **(5 x 2 = 10 Marks)**

1. List out any five problems in marketing of Bio-products.
2. Why do Bio-products value chains fail?
3. What is Marketing Mix?
4. What is the price mechanism of Bio-products?
5. What is Bio-gas?

**PART – B**

II **Answer any TWO of the following:** **(2 x 10 = 20 Marks)**

6. Explain the size of marketing for Bio-products in India.
7. Explain the marketing strategy of HATSUN for Ice-cream and Arokiya milk.
8. Explain the various categories of Bio products.

**PART – C**

III **Answer any ONE of the following:** **(1 x 20 = 20 Marks)**

9. Explain the various categories of Bio-products.
10. List out and explain various ways of distribution of Bio-products.

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