



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2015

CO 3876 - BIO-PRODUCTS AND MARKETING

Date : 14/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

Section I

PART – A

Answer ALL the questions.

(5 x 2 = 10 Marks)

1. What is bee communication?
2. What is cheese?
3. Draw labeled diagram of chandriki.
4. What is spun silk?
5. How is pearl formed?

PART – B

Answer any TWO of the following

(2 x 10 = 20 Marks)

6. Write short notes on dairy products.
7. Write an essay on prawn culture.
8. Write a note on seri culture.

PART – C

Answer any ONE of the following

(1 x 20 = 20 Marks)

9. Give the details of api culture.
10. What are the major types of aqua-culture?

Section II

PART - A

Answer ALL the questions.

(5 x 2 = 10 Marks)

11. What is Social Marketing?
12. Write a note on Market Price.
13. Define Marketing Information System.
14. What do you mean by product life cycle?
15. Explain the term 'Marketing Myopia'.

PART – B

Answer any TWO of the following

(2 x 10 = 20 Marks)

16. Explain in brief the various factors that influence the Marketing Environment.
17. What do you mean by Branding? Describe the advantages of Branding.
18. Discuss in brief the different forms of segmentation with a suitable example.

PART – C

Answer any ONE of the following

(1 x 20 = 20 Marks)

19. Describe the importance and objectives of Marketing Research.
20. Explain the classifications of marketing functions with an example.
