



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

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

**THIRD SEMESTER – NOVEMBER 2016**

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

Date: 14-11-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Section I (50 Marks)**

**PART - A**

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

1. What is paneer?
2. What is mother of pearl?
3. What is lacto meter?
4. What is a chandriki?
5. Write short note on two poultry birds.

**PART – B**

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

6. Write short notes on Seri culture.
7. Write an essay on five Breeds of cattle.
8. Write a note on pearl culture.

**PART – C**

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

9. Write an essay on Api culture.
10. Write an essay on fisheries.

**Section II (50 Marks)**

**PART - A**

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

1. Define Bio products.
2. List out any five promotional boards for Bio- products.
3. Who are targeted customers for Bio- products?
4. What is meant by customer retention strategy?
5. Does brand name add value to Bio-products?

**PART – B**

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

6. Explain the benefits of Honey and Bio-gas to the society.
7. Explain the buying motives of organic products.
8. Explain the importance of Bio-products marketing in 21<sup>st</sup> Century.

**PART – C**

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

9. Explain about marketing strategy of HATSUN Pvt Ltd.
10. Explain the Nine laws of price sensitivity of consumer psychology with reference to Bio-products in the market.

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