

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2019

18PCO3ID01 – BIO-PRODUCTS AND MARKETING

Date: 08-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

BIO PRODUCTS

Part-A

(5x2=10)

Answer ALL questions

1. What is Bee-Communication?
2. What is Mother of Pear?
3. What is Lactometer?
4. What is Spun Silk?
5. Write a note on the Composition of Egg.

Part-B

Answer any TWO questions

(2x10=20)

6. Write short notes on Sericulture.
7. Write an essay on five breeds of birds.
8. Write a note on pearl culture.

Part-C

Answer any ONE questions

(1x20=20)

9. Write an essay on Apiculture.
10. Write an essay on Indian Fisheries.

MARKETING

Part-A

Answer ALL questions

(5x2=10)

1. What is Bio-Product?
2. Difference between Bio-Product and Traditional Product.
3. What is Marketing Plan?
4. What is Relationship Building?
5. What is Marketing Research?

Part-B

Answer any TWO questions

(2x10=20)

6. Explain about the Customer Retention Strategy in Bio-Products marketing.
7. Explain the Marketing Plan for Organic Products.
8. What are the Benefits of Organic Products?

Part-C

Answer any One question.

(1x20=20)

9. Explain the Problems of Organic Products in India.
10. Explain the Industrial Visit of Yercaud.
