



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2022

PZO 3301 – BIO-PRODUCTS AND MARKETING

Date: 30-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

Section A –BIO-PRODUCTS (50Marks)

PART-A

Answer ALL questions:

(5 x 2 = 10 Marks)

1. Comment on bee communication
2. Give the structure of an egg.
3. Comment on mother of Pearl.
4. What is a Lactometer?
5. What is pokkali Culture?

PART-B

Answer ANY TWO questions:

(2 x 10=20 Marks)

6. Explain Sericulture.
7. Write an essay of pearl Culture.
8. Write an account of Major Carps in India.

PART-C

Answer ANY ONE question.

(1x 20=20 Marks)

9. How is Bee keeping done in India?
10. Write an essay on Dairy Products.

Section B – MARKETING (50Marks)

PART-A

Answer ALL questions:

(5 x 2= 10Marks)

1. Define Organic product.
2. Write a note on Relationship Building in Organic product Marketing.
3. Write a note on GMO.
4. List out any four Benefits of Organic Product.
5. Write a note on Traditional Products.

PART-B

Answer ANY TWO questions:

(2 x 10=20 Marks)

6. Explain the vital aspect of Customer Retention Strategy in Bio-Product Marketing.
7. List out and explain the Market Planning for Organic Product.
8. Social Responsibility and Organic Product—Comment.

PART-C

Answer ANY ONE question.

(1x 20=20 Marks)

9. Explain the pricing strategy for Organic Product Marketing in India.
10. List out and explain the segmentation structure for Organic Food Product in the Global Market.
