



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.COM. DEGREE EXAMINATION COMMERCE

THIRD SEMESTER – APRIL 2014

CO 3876 - BIO-PRODUCTS AND MARKETING

Date : 08/04/2014

Dept. No.

Max. : 100 Marks

Time : 01:00-04:00

SECTION I (50 Marks)

PART – A

Answer **ALL** the Questions

5×2 = 10 Marks

1. Comment on hormonal control of secretion of milk.
2. What is Pokali culture?
3. Comment on Dolly – the transgenic clone.
4. Mention any two domesticated species of honey bees.
5. Name any four indigenous breeds of fowls.

PART – B

Answer any **TWO** of the following

2×10 = 20 Marks

6. Explain the physical properties of milk.
7. Explain pearl culture techniques.
8. Define fermentation and write notes on fermented milk

PART- C

Answer any **ONE** of the following

1×20 = 20 Marks

9. Write an essay on Indian dairy products.
10. Discuss sericulture in India.

Answer all FIVE questions

(5 x 2 = 10 Marks)

11. What is Social Marketing?
12. Write a note on Customer Relationship Management.
13. What is Market Research?
14. Explain the term 'Brand'.
15. Define Market Segmentation.

Answer any TWO questions

(2 x 10 = 20 Marks)

16. Define Pricing. Explain the objectives of Pricing.
17. What is Marketing Mix? Explain the elements of Marketing Mix.
18. Discuss the Approaches to the study of Marketing.

Answer any ONE question

(1 x 20 = 20 Marks)

19. Define Marketing. Explain the Functions of Marketing with example.
20. What is Sales Promotion? Bring out the objectives of Sales Promotion.
