



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2017

16PCO3ID01 – BIO-PRODUCTS AND MARKETING

Date: 13-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION-I: BIO-PRODUCTS (50 Marks)

Part - A

Answer ALL the questions.

(5 x 2 = 10 marks)

- 1) What is Lactometer?
- 2) Comment on beehive.
- 3) What is nacre?
- 4) Give the composition of honey.
- 5) Give any three names of Indian Cows (Breeds).

Part - B

Answer Any TWO questions.

(2 x 10 = 20 marks)

- 6) Write a note on pearl culture.
- 7) How is silkworm cultured? (Sericulture)
- 8) Comment on poultry keeping.

Part - C

Answer Any ONE question.

(1 x 20 = 20 marks)

- 9) Write an essay on apiculture.
- 10) What are the different methods on aqua culture?

SECTION - II: MARKETING (50 Marks)

Part - A

Answer ALL the questions.

(5 x 2 = 10 marks)

- 1) Define bio-products.
- 2) What is meant by by-products?
- 3) Who are the target customers for bio-products?
- 4) Does brand name add value to bio-products?
- 5) Define Market Segmentation.

Part - B

Answer Any TWO questions.

(2 x 10 = 20 marks)

- 6) Enlist the objectives and problems of organic farming in Karur district.
- 7) Describe institution linkage and support of promotion of organic farming in Karur district.
- 8) Explain the benefits of organic products.

Part - C

Answer Any ONE question.

(1 x 20 = 20 marks)

- 9) Explain Market Segmentation and the willingness to pay for organic products.
- 10) Discuss about the Indian Organic Food Market Forecast and Opportunities 2017.
