



**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.

**SECTION II (50 Marks)**

**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.

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