

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS) '
BSc DEGREE EXAMINATION MAY 2017
(Sixth Semester)

Branch - **NUTRITION, FOOD SERVICE MANAGEMENT & DIETETICS**

CORE ELECTIVE - II FOOD PRODUCT DEVELOPMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Give two examples of innovative new food products.
- 2 List any two demerits of "Genetically modified foods".
- 3 Explain the term SWOT analysis.
- 4 What is "product commercialization"?
- 5 Expand the term "PDMA"
- 6 Define "Quality management system".
- 7 List the role of advertisement in marketing a new product.
- 8 Differentiate fixed and variable cost.
- 9 State phases of new product launch.
- 10 What is meant by "Reliability testing"?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a List out the characteristics of new food product as introduced by a food company,

OR

 b Analyze the importance of consumer involvement in new product development.
- 12 a Suggest measures for the success of product development.

OR

 b Enumerate qualities required by panel members involved in sensory evaluation.
- 13 a Illustrate steps of designing product development process.

OR

 b Explain purpose of "Quality management system".
- 14 a Formulate marketing plan for a new product.

OR

 b Discuss about types of "Intellectual property Rights".
- 15 a How product development process could be improved by applying recent trends?

OR

 b How will you measure the success of product launch?

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Discuss about needs for new food products.
- 17 Describe stages of product development.
- 18 What is HACCP? Evaluate guidelines for the application of HACCP system.
- 19 Explain principles of marketing strategy.
- 20 Outline emerging opportunities in product development.