

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BVoc DEGREE EXAMINATION DECEMBER 2017
(Fifth Semester)

Branch - **FOOD PROCESSING TECHNOLOGY**

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 What is the meaning of new product development?
- 2 What is line extension?
- 3 Bring out the internal sources of idea in new product development.
- 4 What is idea screening?
- 5 What is Hedonic rating scale?
- 6 Define shelf-life.
- 7 What is patent?
- 8 Define market analysis.
- 9 Expand FSSAI.
- 10 Define brand name.

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Explain the technological influences for new food product development.
OR
b Discuss the scope in developing new products.
- 12 a Explain the external sources of idea in new product development.
OR
b Write short notes on Open Innovation Stage Gate Process.
- 13 a Explain the shelf life testing of new food product.
OR
b Describe the sensory characteristics that can be evaluated in food.
- 14 a Write short notes on IPR.
OR
b Explain the stages of the product life cycle.
- 15 a Discuss trends and opportunities in developing innovative food products.
OR
b Explain labeling of food products.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Write in detail the classification of new food product.
- 17 Explain the stages in new food product development.
- 18 Classify the sensory tests and describe any two rating tests.
- 19 Explain marketing steps.
- 20 Discuss FSSAI certification.