

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024  
(Sixth Semester)

Branch – NUTRITION, FOOD SERVICE MANAGEMENT & DIETETICS

**DISCIPLINE SPECIFIC ELECTIVE – II :**  
**FOOD PRODUCT DEVELOPMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 \_\_\_\_\_ involves changing consumer perception of an existing product  
(i) Existing Products (ii) Product Repositioning  
(iii) Brand New Products (iv) Line Extensions
- 2 \_\_\_\_\_ is an instrument used to measure food preference using human sensing organs.  
(i) Objective evaluation (ii) Self evaluation  
(iii) Sensory evaluation (iv) concurrent evaluation
- 3 \_\_\_\_\_ a systematic approach in identifying, evaluating and controlling food safety hazards.  
(i). Hazard Analysis Critical Control Point  
(ii) Hazard Analysis Critical Control Procedure  
(iii) Hazard Analytical Critical Control Point  
(iv) Hazard Analysis Critical Conserve Point
- 4 \_\_\_\_\_ is the legal right of an inventor to exclude others from making or using a particular invention.  
(i) Copy rights (ii) Patent  
(iii) Trade mark (iv) Label
- 5 \_\_\_\_\_ the process of assessing a manufactured product's suitability and safety for use by consumers.  
(i) Product evaluation (ii) Product Launch  
(iii) Product implementation (iv) Product startup

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the need for new food product development.  
OR  
b Indicate the characteristics of new food products.
- 7 a Bring out the different sources of idea generation.  
OR  
b Analyze the different factors influencing product development.
- 8 a State the principles of product development management.  
OR  
b Outline the quality management system in food industry.
- 9 a Explain the role of marketing in product development.  
OR  
b Explain the 4Ps and 7Ps of marketing.

Cont...

- 10 a How will you improve the product development process?  
OR  
b How will you evaluate the launched product ?

**SECTION -C (30 Marks)**

Answer ALL questions  
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Classify new food product development.  
OR  
b Analyze the role of consumer in new food product development.
- 12 a Discuss the food product development process in detail.  
OR  
b Elucidate the different stages of product design and process development.
- 13 a Discuss the various steps of HACCP.  
OR  
b Outline the quality management system in food industry.
- 14 a Describe the different types of patents.  
OR  
b Classify the different types of IPR.
- 15 a Discuss the steps involved in product launch.  
OR  
b Highlight the emerging opportunities in food product development.

Z-Z-Z

END