

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BVoc DEGREE EXAMINATION DECEMBER 2023**  
(Fifth Semester)

Branch – **FOOD PROCESSING TECHNOLOGY**

**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 Product improvement, such as better color, better flavor, more fiber, less fat, greater stability, fewer calories are categorized under \_\_\_\_\_  
 (i) Line extension (ii) Innovative product  
 (iii) Repositioned existing product (iv) Reformulation of existing product
- 2 Act of using results obtained from laboratory studies for designing a prototype and constructing a large plant production.  
 (i) Product designing (ii) Product Scale-Up  
 (iii) Product audit (iv) Product rollout
- 3 The sensory tests that is used to measure the ability of an individual to smell, taste or feel specific characteristics is called  
 (i) Sensitivity threshold (ii) Triangle test  
 (iii) Ranking test (iv) Paired comparison test
- 4 In the .....stage of Product Life Cycle the demand goes up, size of the market expands, sales and profits increases  
 (i) Introduction (ii) Growth  
 (iii) Maturity (iv) Decline
- 5 Which one of the following is not the identification mark depicted shown on the label by the use of numeral or alphabet or combinations  
 (i) Lot Number (ii) Code Number  
 (iii) Batch Number (iv) Retail Number

**SECTION - B (15 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 3 = 15)

- 6 a. Distinguish between line extension and repositioning of a new product.  
OR  
 b. Recall any three types of consumer market segments that influence the marketing of a new product.
- 7 a. Justify the importance of stage gate process in new product development.  
OR  
 b. Examine the need for innovation in the food processing sector.
- 8 a. List the guidelines to be followed for conducting sensory evaluation.  
OR  
 b. Identify the physiochemical parameters that affect the shelf-life of foods.
- 9 a. Classify IPR.  
OR  
 b. Summarize the steps involved in conducting market analysis.
- 10 a. Explain the usefulness of bar coding on food packaging.  
OR  
 b. Outline the guidelines on nutrition labeling.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a. Compare the categories of new food products introduced in the market with a suitable example.

OR

b. Discuss the various stages of food product development.

12 a. Evaluate the relationship between consumers and innovation in new product development.

OR

b. Describe the types of innovation.

13 a. Examine the various types of objective tests used to determine the quality of food products.

OR

b. Design a sensory evaluation score card for flaxseed cookies. Justify the choice of test used.

14 a. Explain Product Life Cycle in detail.

OR

b. Determine the factors that affect the marketing of a food product.

15 a. Elaborate on the FSSAI procedure for food product approval.

OR

b. Summarize the important considerations in designing the packaging material for a new food product.

**Z-Z-Z END**