

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch –**NUTRITION, FOOD SERVICE MANGEMNET & DIETETICS**

MAJOR ELECTIVE COURSE – I :
FOOD PRODUCT DEVELOPMENT & PACKAGING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

1. Choose the first stage in the product development process.
 - a) Product commercialization b) Sensory evaluation
 - c) Product idea stage d) Product optimization
2. What does HACCP stand for in the context of food product development ?
 - a) Hazard Analysis and Critical Control Points
 - b) Health Assurance and Control Points
 - c) Hazard Avoidance and Chemical Precautions
 - d) Hygiene and Assessment Control Program
3. Write the correct abbreviation for IPR
 - a) International Product Registration b)Intellectual Product Regulation
 - c) Intellectual Property Rights d) International Packaging Rules
4. Which packaging material is the most suitable for heat-sensitive food products?
 - a) Plastic wrap b) Aluminium foil
 - c) Glass containers d) Wooden boxes
5. Glass containers are widely used for packaging due to their
 - a) High flexibility b) Excellent barrier properties
 - c) Low weight d) Easy biodegradability

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

6. a) Summarize the factors affecting new food product development.
OR
b) Demonstrate the your understanding of the stages of product development.
7. a) Demonstrate importance of Nutritional Labelling.
OR
b) Bring out the principles of product development management.
8. a) Construct the impact of different marketing strategies in product commercialization.
OR
b) Show how product marketability is influenced by specific factors.

Cont...

9. a) Explain the primary functions of packaging.
OR
b) Use examples to point out the properties and uses of flexible packaging materials.
- 10.a) Examine modified atmospheric packaging and its applications.
OR
b) Illustrate the role of RFID technology in enhancing food packaging.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a) Discuss the significance of innovative food products and their role in market growth.
OR
b) Summarize the stages of the product development life cycle and explain the importance of each stage.
12. a) Judge the effectiveness of various factors influencing product optimization.
OR
b) Predict the critical steps involved in managing a product development process effectively.
13. a) Examine the importance of sensory evaluation in food product development.
OR
b) Show a marketing strategy that aligns with product commercialization goals.
- 14.a) Apply your knowledge to explain different types of packaging materials and their applications in food packaging.
OR
b) Compare and contrast different packaging materials in terms of durability and suitability for food products.
15. a) Conclude and propose solutions for food industry compliance with environmental packaging laws.
OR
b) Explain Rigid Packaging Materials.

Z-Z-Z

END