

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2025
(Sixth 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. Food is a _____ commodity.
(i) Global (ii) Local
(iii) National (iv) State
2. Which of the following stages is the first step in new product development process?
(i) Concept development (ii) Marketting
(iii) Idea screening (iv) Product development
3. What sensory evaluation test is conducted by offering the evaluator one single sample of a food item at a time?
(i) Paired comparison (ii) Duo-trio
(iii) Single sample (iv) Descriptive analysis
4. The concept of market mix was developed by _____.
(i) N.H.Borden (ii) Philip Katter
(iii) Stanton (iv) Anderson
5. What does FSSAI stand for?
(i) Food set and sound Association of India
(ii) Food Secure and Safe Association of India
(iii) Food Safety and Standards Authority of India
(iv) Food sour and sign Assembly of India

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Apply the scope of food product development.
OR
b. Classify new food product development.
7. a. Analyse the types of innovation.
OR
b. Explain about optimization.
8. a. Summarise the role of panel members in sensory evaluation of foods.
OR
b. Sketch the direct method of shelf life testing.
9. a. Analyse the IPR classification.
OR
b. Brief on product probability.

Cont...

- 10 a. Prepare a short note on bar coding.
OR
b. Briefly on brand name and logo.

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

- 11 a. Discuss in detail on the reasons for new food product development.
OR
b. Explain the characteristics of new food product development.
- 12 a. Elucidate the stages in product development.
OR
b. Discuss in detail about standardization.
- 13 a. Infer on sensory tests for the evaluation of foods.
OR
b. Highlight the guidelines to sensory evaluation.
- 14 a. Elucidate the steps in marketing of foods.
OR
b. Examine the pricing of a product.
- 15 a. Summarise on FSSAI certification.
OR
b. Analyse the Nutrition labelling in food products.

Z-Z-Z

END