

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – FOOD PROCESSING TECHNOLOGY

FOOD PRODUCT DEVELOPMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

- 1 _____ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.
 - (i) idea generation
 - (ii) concept development and testing
 - (iii) idea screening
 - (iv) brain storming
- 2 A new product is one, which is perceived as a new by _____.
 - (i) consumer
 - (ii) product
 - (iii) idea
 - (iv) material
- 3 A structured _____ session is an excellent source of ideas.
 - (i) idea
 - (ii) prototype
 - (iii) brainstorming
 - (iv) discussion
- 4 The product development process is composed of the steps that transform a product _____ into marketable merchandise.
 - (i) concept
 - (ii) idea
 - (iii) plan
 - (iv) need
- 5 The human analysis of the taste ,smell ,sound, feel and appearance of food is called _____.
 - (i) sensory evaluation
 - (ii) taste panel
 - (iii) taste bias
 - (iv) volatility
- 6 _____ rating test or acceptability test where samples are tested to determine their acceptability or preference.
 - (i) Hedonic scale
 - (ii) rating scale
 - (iii) nominal scale
 - (iv) composite test
- 7 Intellectual property rights (IPRs) protect the use of information and ideas that are of _____.
 - (i) Social value
 - (ii) moral value
 - (iii) commercial value
 - (iv) ethical value
- 8 Marketing is a process which aims at _____.
 - (i) selling products
 - (ii) satisfying customers
 - (iii) maximizing profits
 - (iv) producing
- 9 FSSAI has come out with draft regulations for _____ food products.
 - (i) Grain
 - (ii) Inorganic
 - (iii) Organic
 - (iv) Vegetarian
- 10 FSSAI has set up a scientific panel on _____.
 - (i) final regulation on food fortification
 - (ii) preparing strategies to address malnutrition
 - (iii) Boosting production and consumption of fortified foods
 - (iv) All the above

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

- 11 a Discuss the characteristics of new product development.
OR
b Classify new products with suitable example.
- 12 a Explain the process of idea generation.
OR
b State on stage gate process.
- 13 a Narrate on sensory quality of new product.
OR
b Summarise the parameters to test the shelf life of the new food product?
- 14 a Describe the marketing steps in food product development.
OR
b Highlight the significance of IPR.
- 15 a Discuss the importance of labeling design and barcode for new product.
OR
b Bring out the materials for packaging new products?

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

- 16 Justify the need for developing new food products that aligns consumer's need.
- 17 Elaborate on types and stages of food product innovation.
- 18 Elucidate the role of panel members and guidelines to conduct sensory evaluation.
- 19 Appraise the market analysis process in food product development.
- 20 Determine the recent trends and opportunities in the food processing industry.

Z-Z-Z

END