

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2026
(Sixth 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 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Food product development mainly refers to (i) Food preservation (ii) Creation of new foodproducts (iii) Food packaging (iv) Food storage	K1	CO1
	2	Which factor drives new product development? (i) Consumer demand (ii) Climate change (iii) Storage capacity (iv) Cooking methods	K2	CO1
2	3	What is the first stage in product development ? (i) Commercialization (ii) Idea generation (iii) Marketing (iv) Packaging	K1	CO2
	4	The stage gate process helps in (i) Pricing (ii) Decision making at stages (iii) Storage (iv) Cooking	K2	CO2
3	5	Triangle test measures the food quality by (i) Subjective evaluation (ii) Objective evaluation (iii) both subjective and objective (iv) None of these	K1	CO3
	6	Accelerated Shelf Life Testing (ASLT) method is based on (i) Real-time storage (ii) Increased stress conditions (iii) Consumer surveys (iv) Packaging design	K2	CO3
4	7	A product priced high initially and reduced later follows (i) Penetration pricing (ii) Skimming pricing (iii) Cost pricing (iv) Discount pricing	K1	CO4
	8	Patent protection in food product development ensures (i) Marketing success (ii) Legal ownership (iii) Shelf life (iv) Packaging	K2	CO4
5	9	Nutritional labeling is mandatory under (i) ISO (ii) FSSAI (iii) AGMARK (iv) HACCP	K1	CO5
	10	Barcoding mainly supports (i) Sensory quality (ii) Supply chain management (iii) Cooking (iv) Preservation	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the significance of new food product development.	K2	CO1
		(OR)		
	11.b.	Illustrate on the various factors influencing new food product development		
2	12.a.	Describe how product standardization and optimization techniques help in improving the quality?	K2	CO2
		(OR)		
	12.b.	Describe the stage gate process and types of innovation in food product development.		
3	13.a.	Inspect the different sensory evaluation methods used in food quality assessment.	K4	CO3
		(OR)		
	13.b.	Highlight the various shelf life testing methods including direct, indirect and ASLT methods.		
4	14.a.	Analyze market segmentation and marketing mix strategies for new food products	K4	CO4
		(OR)		
	14.b.	Explain how pricing strategies and promotional activities affect the success of a new food product in the market?		
5	15.a.	Explain the FSSAI certification process and its significance.	K4	CO5
		(OR)		
	15.b.	Enumerate the roles of food packaging and labeling influence consumer purchase decisions.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Write a detailed note on classification of New Product Development and the characteristics of new food products.	K1	CO1
2	17	Elaborate the stages involved in food product development with suitable illustration.	K5	CO2
3	18	Compare on the closed and open innovation approaches in new food product development and their advantages.	K2	CO3
4	19	Analyze how assessing marketing needs and life cycle analysis help in planning successful product launches and market positioning.	K4	CO4
5	20	Assume that you are planning to start your own Food Business Enterprise and must get FSSAI License. Outline the steps/procedure for your Food Product licensing and ensure it compliance with regulatory standards.	K3	CO5

Z-Z-Z

END