

Exam Date & Time: 03-Oct-2020 (10:00 AM - 01:45 PM)



## PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins+ Grace Time : 15mins

**BSc DEGREE EXAMINATION MAY 2020**  
(Sixth Semester)

**Branch - NUTRITION, FOOD SERVICE MANAGEMENT & DIETETICS**  
**CORE ELECTIVE-II - FOOD PRODUCT DEVELOPMENT [14NDU30A]**

Marks: 75

Duration: 225 mins.

### SECTION A

Answer all the questions.

- 1) Define Product development. (2)
- 2) Mention the characteristics of new food products. (2)
- 3) Define product optimization. (2)
- 4) What are the principles of food product development? (2)
- 5) Define HACCP. (2)
- 6) Highlight the role of people in food product development management. (2)
- 7) Define copyright. (2)
- 8) Mention the importance of patenting. (2)
- 9) What is IPR? (2)
- 10) State any three opportunities in product development. (2)

### SECTION B

Answer all the questions.

- 11) Bring out the reasons needed for new food products? (5)
  - a)
  - [OR] Describe the marketing strategy for new product development. (5)
  - b)
- 12) How to evaluate the sensory quality for new food product? (5)

- a)  
[OR]  
b) State the stages for new food product development process. (5)
- 13) Outline the role of people in product development process. (5)
- a)  
[OR]  
b) What are the steps to design the product development process? (5)
- 14) Explain the role of marketing in food product development. (5)
- a)  
[OR]  
b) How to calculate the food cost for new food product in the market? (5)
- 15) Explain the key factors to be considered in a product launch. (5)
- a)  
[OR]  
b) Discuss the steps taken to improve the food product development process. (5)

### SECTION C

Answer 3 out of 5 questions.

- 16) Explain the characteristics of a new food product. (10)
- 17) Explain the process of food product design and development. (10)
- 18) Detail note on HACCP. (10)
- 19) What are the market strategy to commercialized the new food product? (10)
- 20) Explain the merging opportunities in product development. (10)

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