

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2019
(Fifth Semester)

Branch - FOOD PROCESSING TECHNOLOGY

FOOD PRODUCT DEVELOPMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 What is called consumer new food product?
- 2 Define shelf life testing.
- 3 What is called Idea generation in product development?
- 4 What is called Market Segments?
- 5 Define Bar Coding.
- 6 How will you evaluate a new food product?
- 7 What is called commercial stage product development?
- 8 How will you do physical shelf life testing?
- 9 Define product costing.
- 10 Define Labelling.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Give an introduction about product development.
OR
b Write short notes about Technically new product.
- 12 a Explain commercial stage product development.
OR
b Write short notes on Idea generation.
- 13 a Give a brief account on chemical shelf life testing.
OR
b Discuss the microbial requirements used for shelf life testing.
- 14 a Discuss Marketing needs in brief.
OR
b How will you design a new product development process?
- 15 a Explain labelling in brief.
OR
b Elaborate on innovative food products.

SECTION -C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Write in detail about the scope in developing new products.
- 17 Explain Open Innovation Stage Gate Processes.
- 18 Discuss Sensory Evaluation in brief.
- 19 Enumerate on marketing steps in brief.
- 20 Explain FSSAI certification procedures in brief.