

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2019
(Sixth Semester)

Branch - NUTRITION, FOOD SERVICE MANAGEMENT & DIETETICS

CORE ELECTIVE - II 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 Define product development.
- 2 Mention the consumer need in product development.
- 3 Define product optimization.
- 4 What is the idea screening process in product development?
- 5 Write down the principles of HACCP.
- 6 Define copyright.
- 7 List out the principles of product development management.
- 8 List the four 'P's.
- 9 What are the market need to meet the product demand?
- 10 What is patenting?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Discuss the technological skills needed for designing new product development.
OR
b Point out the marketing strategy required for new product development.
- 12 a Analyse the yardsticks of product development success and failure.
OR
b What are the stages in the new product development process?
- 13 a Write the role of man power in product development process.
OR
b How to organize and manage the product development process?
- 14 a Point out the role of marketing in product development.
OR
b What are the steps to get a food item patented in India?
- 15 a Explain the steps in the product launch.
OR
b State the procedure for evaluation of launched food product.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Detail note on characteristics of a new food product.
- 17 Elaborate note on product design and process development.
- 18 Illustrate the procedure for HACCP.
- 19 Explain the market strategy for product commercialization.
- 20 Enumerate the emerging opportunities in product development.