

BSc DEGREE EXAMINATION MAY 2018
(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 Differentiate consumer needs and wants.
- 2 Give definition for product development.
- 3 Give the stages of product development.
- 4 What is meant by product optimization?
- 5 Expand: HACCP, FPO, ISI, FAO.
- 6 State the qualities of the people in product development management.
- 7 What is meant by patenting?
- 8 What is IPR?
- 9 Define product launch.
- 10 Give the importance of product evaluation.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Explain the classification and characterization of new food product.
OR
b Elaborate the role of consumer in product development.
- 12 a Write the features involved in development stage and commercial stage of product development.
OR
b Write short notes on sensory evaluation in product development.
- 13 a Explain the principles of product development management.
OR
b Brief on HACCP.
- 14 a Write short notes on marketing strategy.
OR
b Explain the importance of business analysis.
- 15 a Describe the steps involved in product launch.
OR
b Give the improving strategy in the product development process.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain new food products in terms of corporate reasons, market place reasons and technological reasons.
- 17 Write the measures for product development and plan a model product development programme in detail.
- 18 Explain product development with special reference to designing, organizing and managing.
- 19 Elaborate the role of marketing in product development.
- 20 Describe the emerging opportunities in product development.