

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024  
(Fifth Semester)

Branch – FOOD PROCESSING TECHNOLOGY

FOOD PRODUCT DEVELOPMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 When an established product takes a company into new and unknown markets it could be termed as
  - (i) Line extension
  - (ii) Innovative product
  - (iii) Repositioned existing product
  - (iv) Reformulation of existing product
- 2 The phase that consists of a set of parallel activities that are carried out to move the project forward is called
  - (i) Gate
  - (ii) Stage
  - (iii) Gatekeeper
  - (iv) Gate decision
- 3 Sensory test that employs three samples, two identical and one different, presented simultaneously to the panel in which the judge is asked to determine which of the three samples is the odd sample.
  - (i) Sensitivity threshold
  - (ii) Triangle test
  - (iii) Ranking test
  - (iv) Paired comparison test
- 4 The ..... of Product Life Cycle normally keeps on lasting for a longer period than other stages and sales level falls flat due to market saturation
  - (i) Introduction
  - (ii) Growth
  - (iii) Maturity
  - (iv) Decline
- 5 The date which signifies the end of the period under any stated storage conditions during which the food product shall remain fully marketable
  - (i) Best before date
  - (ii) Use-by date
  - (iii) Date of packaging
  - (iv) Date of manufacture

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. List the cultural factors that affect consumer behavior towards purchase of a new food product.  
OR  
b. Identify the major technological developments in the food processing industry in the recent years.
- 7 a. Mentions the changes in society that leads to food innovations.  
OR  
b. Recall the four important stages in product commercialization.
- 8 a. Name the indirect methods of shelf-life assessment.  
OR  
b. Illustrate descriptive profiling of foods.

Cont...

- 9 a. Differentiate between copyright and trademark.  
OR  
b. Classify market segments.
- 10 a. Advertising is an effective product launching strategy. Justify.  
OR  
b. Examine the need for branding.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Propose scientific methods for value addition in new food products.  
OR  
b. Evaluate the characteristics of the different new products developed by food companies.
- 12 a. Summarize the product development process with a flow chart.  
OR  
b. Describe the types of innovation in food product development.
- 13 a. Elaborate on the various tests used for sensory evaluation of foods.  
OR  
b. Explain the various techniques used to assess the shelf life of foods.
- 14 a. Formulate marketing strategies for various stages of a product life cycle.  
OR  
b. Examine the significance of IPR and discuss its types.
- 15 a. Design a food label for a Ready-to-Eat paneer butter masala.  
OR  
b. Determine the factors to be considered during product launch and evaluation.

Z-Z-Z

END