

**B.Sc. FOOD SCIENCE & TECHNOLOGY
FOURTH FSEMESTER
FOOD PRODUCT DEVELOPMENT
BFST – 404**

(Use Separate Answer Scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

[PART-A: Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Reasons For New Food Product Development
 - a. New innovation
 - b. Loss of current market
 - c. Only A
 - d. A and B both
2. Which of the following would be the best illustration of a subculture?
 - a. A religion
 - b. A group of close friends
 - c. Your university
 - d. A fraternity or sorority
3. The relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior constitute _____.
 - a. Aculture
 - b. A subculture
 - c. A social class
 - d. A family
4. In which of the following type the manufacturing cost may go up
 - a. Standardization
 - b. Simplification
 - c. Diversification
 - d. All of the above
5. Launching new product in the market is a final step after testing all the concepts through various stage
 - a. Final step after testing
 - b. After testing but not a final step
 - c. Continuous process
 - d. Final step with feedback
6. The product should fill the
 - a. Customer requirement
 - b. Marketing requirement
 - c. Consumer requirement
 - d. None of These
7. Consumers are the centre of?
 - a. Marketing
 - b. Product design
 - c. Food industry
 - d. Product development
8. It is important in product development to understand.....of consumers?
 - a. Behaviour and Choice
 - b. Target
 - c. Pricing and quantity
 - d. Product
9. In product development, ' needs and the related products' attributes need to be considered together.
 - a. Industry
 - b. Equipment
 - c. Consumers
 - d. Ingredient

10. Product cost can be reduced by considering the following aspect(s) at the design stage
 - a. Minimum number of operations
 - b. Unnecessary tight tolerance should not be provided
 - c. Design should consist of standard parts
 - d. All of the above
11. Criteria during the buying and use of the product are
 - a. Product
 - b. Product Judging
 - c. Quality
 - d. Price
12. Product _____ is the ultimate objective of variety reduction
 - a. Simplification
 - b. Standardization
 - c. Specialization
 - d. All of the above
13. Consumer for knowledge building:
 - a. Attention given to the information.
 - b. Acceptance or rejection of the incoming information.
 - c. Exposure to information, communication, the product.
 - d. All of these
14. Product concept is influenced by
 - a. Media and communication and Consumers' own behavior towards the product.
 - b. Competitors and Social, political, economic, physical environments
 - c. All of these
 - d. None of these
15. The following eases the process of stock control
 - a. Standardization
 - b. Simplification
 - c. Both 'A' and 'B'
 - d. None of the above
16. In food extrusion technology was the basis for many
 - a. Cookies
 - b. Snacks
 - c. Ready to eat
 - d. Other
17. Replacement of a present product with an improved version.
 - a. Product improvement
 - b. Product replacement
 - c. New product line
 - d. None of these
18. Products are targeted for a new use or application and usually a new market segment.
 - a. Product improvement
 - b. Product replacement
 - c. New product line
 - d. Product repositioned
19. Additions to company's existing product lines.
 - a. Product improvement
 - b. Product replacement
 - c. New product line
 - d. Product repositioned
20. The following is the preliminary stage of Production planning
 - a. Capacity planning
 - b. Material requirements planning
 - c. Scheduling
 - d. Product development and design

PART-B : Descriptive

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Write shorts notes on: 5×2=10
 - a. Define the term quality control.
 - b. What is the mean of feasible study?
 - c. What do you understand by sensory attributes?
 - d. Give any 4 reason for new product development.
 - e. What factors should market research cover?

2. Give comparative detail notes on culture and fast food in and India and neighboring countries. Mention any 4 reason of market research? 8+2=10

3. What is market research? Why market research is important in food product development? 5+5=10

4. What are the criteria for judging new food product? What do you understand by food stereotype 5+5=10

5. Why it is importance to observe the acceptance and avoidance of food by customer? What is the best way to know the preference of customer in your own words? 5+5=10

6. How will u explain the sensory attributes? How it is interacted with sensory product? 5+5=10

7. What do you understand by product commercialization and commercialization design? Give a detail notes on the managing creation of knowledge. 6+4=10

8. Develop a new product. Plan complete product strategy, product design and process of launch in your own words. 10

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