



# Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

## Bachelor's Degree Examination – August 2020

### VI Semester

**Class : III UG**

**Time : 2 Hours**

**Major : Food Service Management and Dietetics**

**Max. Marks: 50**

### 15BFDC27 Food Product Development and Packaging

#### Part A

10 x 1 = 10

#### Choose the Correct Answer

- The complete process of bringing a new product or service to market is known as
  - concept development
  - product formulation
  - product initiation
  - new product development
- Choose the order of the stages of product development.
  - Idea generation, Idea screening, Concept development and testing, Business analysis
  - Idea screening, Idea generation, Concept development and testing, Business analysis
  - Business analysis Idea generation, Idea screening, Concept development and testing
  - Business analysis, Idea generation, Idea screening, Concept development and testing
- Traditional foods have an advantage of providing
  - more phytochemicals
  - balanced nutrients
  - simple preparation procedure
  - long shelf life
- Nutrition transition model refers to
  - shift in dietary consumption and energy expenditure
  - diETING
  - transition from non-vegetarian diet to vegetarian diet
  - shift from processed foods to home-made foods
- Functional foods exclude
  - antioxidant rich foods
  - anti-ageing foods
  - antidiabetic foods
  - ready to eat foods
- Food additives are substances added to food to
  - improve the bioavailability of foods
  - increase nutrient value lost during processing
  - enrich a particular nutrient that is not originally present in food
  - preserve flavour, enhance taste and appearance
- Which of the following is not the function of good package?
  - It protects the content
  - Promotes the product
  - Inform the consumer about the product
  - Improves nutritive value
- \_\_\_\_\_ is the transfer of substances from the package to food.
  - Transition
  - Absorption
  - Migration
  - Amalgamation
- Example for ready to serve beverages is
  - fruit juice in tetra packs
  - instant soup powders
  - malted shakes
  - sweet lassi with shelf life of six months
- \_\_\_\_\_ is defined as all social, psychological, physical behaviour of potential customer as they become aware of, evaluate, consume and tell others about the product and services.
  - customer value
  - consumer behaviour
  - holistic marketing
  - societal marketing

**Part B**

**3 x 6 = 18**

Answer any **Three** questions

**Each answer should not exceed 400 words or two pages**

11. Enumerate the factors that influence the development of a new product.
12. Define new product development and list the characteristics of a new food product.
13. Give the nutritional benefits of traditional foods.
14. Give the advantages and disadvantages of convenience foods.
15. Bring about the various steps involved in canning of fruits.
16. What are functional foods? Give some examples with functional ingredient and its therapeutic property.
17. Define packaging and discuss its functions.
18. Labelling allows the customers to know what they are buying exactly, give the purpose of labelling.
19. Discuss the current scenario of food processing industry in India.
20. Describe the role of government in influencing food processing industry.

**Part C**

**2 x 11 = 22**

Answer any **Two** questions

**Each answer should not exceed 800 words or four pages**

21. Explain the stages involved in food product development.
22. Identify the suitable packaging material and design a label for your product development.
23. Explain about extrusion technology.
24. Describe the method of processing jams and jellies.
25. Elaborate on packaging concept.
26. Give an account of processed soya products.
27. There is shift from traditional foods to modern processed foods in India. List the consequences in detail.
28. Explain about convenience food, its evolution, introduction in India. List also the classification.
29. Give an account of packaging materials used in food processing industry.
30. Discuss about the safety concerns that are to be considered while choosing the packaging material.

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