



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 – June 2021
VI Semester

Class : III UG
Major : Food Science and Nutrition

Time : 3 Hours
Max. Marks: 100

18BFNC23 Product Development and Marketing

Part-A

10 x 1=10

Choose the Correct Answer

1. Identify the demographic parameter among the following that determine the food consumption trend? CO1 K2
 - a. Social structure
 - b. Culture
 - c. Education
 - d. Rising price of commodity
2. Select the psychological reason for the change in food consumption pattern CO1 K2
 - a. Increasing food corporate
 - b. Desire to experiment with new cuisines
 - c. Status symbol
 - d. Availability of Packed branded products
3. Omit the nontraditional way of processing food CO1 K1
 - a. Fermentation
 - b. Drying
 - c. Natural preservatives
 - d. Irradiated
4. India stands _____ in the world in production of fruits and vegetables CO2 K2
 - a. 1st
 - b. 2nd
 - c. 3rd
 - d. 10th
5. Identify the functional food from the following CO2 K3
 - a. Instant Soup
 - b. Yoghurt
 - c. Dried fish
 - d. Milk shakes
6. Which among the following is not a designer food? CO3 K3
 - a. Omega 3 enriched egg
 - b. Vit D enriched milk
 - c. Red yeast rice
 - d. Tender coconut water
7. Changing the recipe yield and ingredient amount is referred as CO3 K2
 - a. Recipe verifications
 - b. Recipe evaluation
 - c. Quantity adjustment
 - d. Reviewing of the recipe
8. Name the ingredient that serves as network forming backbone for glass. CO4 K2
 - a. Al_2O_3
 - b. CaO
 - c. SiO_2
 - d. Na_2O
9. Analysing the geographic area that provides clientele to the firm is called CO5 K2
 - a. Location analysis
 - b. Competitive analysis
 - c. Site economics
 - d. Trade area analysis
10. Sales price=Cost of materials+Cost of Labour+overheads+desired profit on sales is adapted in _____ method of pricing. CO5 K2
 - a. Demand pricing
 - b. Cost plus pricing
 - c. Competitive pricing
 - d. Markup pricing

Part B **5 X 6=30**
Answer the following
Answer should not exceed 400 words or two pages

- 11.a. Express the need for understanding the food consumption trends. CO1 K3
(or)
- 11.b. Associate between the social change and its influence on new product development. CO1 K4
- 12.a. Highlight the significance of food processing in India. CO2 K3
(or)
- 12.b. Explain product design with illustrations. CO3 K2
- 13.a. Differentiate RTE and RTU foods. CO2 K3
(or)
- 13.b. Enlist the factors to be considered while developing a sports food . CO3 K2
- 14.a. Report on the major modes of food deterioration. CO3 K2
(or)
- 14.b. Why are acceptance test done on development of a new food product? CO4 K4
- 15.a. Discuss the factors that dictate the consumer behavior. CO5 K2
(or)
- 15.b. Highlight on food advertising regulations. CO5K2

Part C **5 x 12=60**
Answer the following
Answer should not exceed 800 words or four pages

16. a. Report on the role of sociological and economic dimensions in development of food consumption trends. CO1 K4
(or)
16. b. Illustrate on present day trends of food consumption pattern in India. CO1 K6
- 17.a. Explain the types of food processing. CO2 K2
(or)
- 17.b. Highlight the future of product development in India. CO2 K4
- 18.a. Compare the characteristics of a functional food and nutraceutical. CO3 K3
(or)
- 18.b. Compile the i. shifting trends in consumption of traditional foods and
ii. innovations in traditional foods. CO4 K3
- 19.a. Explain on the standardization of recipes CO4 K3
(or)
- 19.b. Summarize the sensory evaluations methods for testing the acceptability
of a new food product CO4 K3
- 20.a. Discuss on different costing methods CO5 K3
(or)
- 20.b. Explain the different sources of finance for a new business venture CO5 K3
