



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 Science and Nutrition

Max. Marks: 50

15BFNC23 Product Development and Marketing

Part A

10 x 1 = 10

Choose the Correct Answer

- The main market systems in food product development are all except
 - customers
 - NGOs
 - retailers
 - food service
- The primary objective of food product development is, to
 - fulfil customer needs
 - increase profit
 - make demand
 - increase goods
- IMF foods have the moisture content, ranging from
 - 15-40%
 - 20-30%
 - 10-20%
 - 60-70%
- All are ready to eat foods except
 - hot dogs
 - luncheon
 - fermented dry sausage
 - dressed fish
- SWOT stands for
 - Strength, Weakness, Opportunity and Threats
 - Service, Washing, Out pouring and Testing
 - Updating Secondary Knowledge
 - Service, Weakness, Outstanding and Threats
- Requirement to establish the interchangeability of products is
 - standardization
 - simplification
 - specification
 - quantity fixation
- Product _____ is the ultimate objective of variety reduction.
 - standardization
 - simplification
 - specialization
 - size fixation
- Manufactured goods can be classified on the basis of application is
 - primary, secondary and tertiary
 - consumer, capital, defence
 - consumer market and standard
 - essential, market and standard
- The aspect in which the product is concerned with the ease and efficiency of the product performance is
 - functional aspect
 - operational aspect
 - durability aspect
 - cooking aspect
- Which is the commonly used prebiotic food?
 - Idli
 - Curd
 - Honey
 - Roti

Part B

3 x 6 = 18

Answer any **Three** questions

Each answer should not exceed 400 words or two pages

11. Write a note on key factors influencing product success.
12. Mention the advantages of product success.
13. Give the stages of product development process.
14. Enumerate the components of food product design.
15. Mention the reasons for developing a new recipe.
16. Compare nutritional supplements and designer foods.
17. Compare subjective and objective tests, with suitable example.
18. What is meant by SWOT analysis?
19. Briefly explain book keeping.
20. Explain cost calculation.

Part C

2 x 11 = 22

Answer any **Two** questions

Each answer should not exceed 800 words or four pages

21. Write the dimensions of food consumption.
22. Give the trends of social change in new product development.
23. List the principles and purposes of new product development.
24. Explain about food product design and its specification to follow in product design.
25. What are the steps involved in formulating extruded foods?
26. Explain IMF food in detail with suitable example.
27. Enumerate the points to be considered while doing the objective tests to evaluate quality of food product.
28. Mention the suitable packaging materials for solid and liquid foods and give suitable examples.
29. Discuss the institutional support for entrepreneurship development.
30. Explain the current trends in marketing strategies for a new product.
