

**M.Sc DEGREE EXAMINATION, APRIL 2019**  
**I Year II Semester**  
**Food Product Development**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Define questionnaire
2. What do you mean by product development
3. What is judging quality
4. How to perform duo-trio test
5. Define aseptic packaging
6. Effectiveness of microwave oven packaging
7. List few functions of labeling
8. Define nutrition labeling
9. What is profit margin
10. Define shelf life
11. How to select panel for evaluation
12. Define marketing

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Explain about market survey
14. How to assess the sensory characteristics of food
15. Write a note on principles of FSSAI laws governing food packaging
16. Write about the Nutrition claims in food labels.
17. Write about the principles of pricing
18. Write a note on Boil-in-bag package and plastic-shrink package
19. List the role of advertisements in selling developed product

**Section C** ( $3 \times 10 = 30$ ) Marks

Answer any **THREE** questions

20. Explain the steps involved in product development and patenting of foods.
21. Explain in detail about Rating tests
22. Elaborate the types of packaging materials available in market.
23. Explain in detail the various types of labels
24. Write elaborately the pricing strategies

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