

**M.Sc. DEGREE EXAMINATION, APRIL 2020**  
**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. What is a market survey?
2. Define Intellectual property rights.
3. List the instruments used for evaluation of food.
4. What is a score card? Why is it important in sensory evaluation?
5. What is a bubble wrap? What are its advantages?
6. Define aseptic packaging.
7. What are barcode labels?
8. Give the need for product labelling.
9. How will you evaluate shelf life of a food product?
10. List the principles of pricing.
11. What do you understand by profit margin?
12. Illustrate a food label.

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

Answer any **FIVE** questions

13. Trace the steps involved in new food product development.
14. What are the requirements for conducting sensory tests?
15. Discuss the basic FSSAI laws governing food packaging.
16. List the types of labels and their functions.
17. Discuss the role of advertising as a marketing tool.
18. Enumerate the factors that influence new product development.
19. How will you ensure quality of food products in a food processing unit?

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

Answer any **THREE** questions

20. Design a questionnaire to find out consumer needs for ready prepared millet based idli batter.
21. Differentiate between objective and subjective evaluation of foods.
22. Elaborate on the types and recent trends in packaging.
23. Give a detailed account of nutrition labelling with suitable examples.
24. Explain in detail the basic pricing strategies.

**M.Sc. DEGREE EXAMINATION, APRIL 2020**  
**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. What is a market survey?
2. Define Intellectual property rights.
3. List the instruments used for evaluation of food.
4. What is a score card? Why is it important in sensory evaluation?
5. What is a bubble wrap? What are its advantages?
6. Define aseptic packaging.
7. What are barcode labels?
8. Give the need for product labelling.
9. How will you evaluate shelf life of a food product?
10. List the principles of pricing.
11. What do you understand by profit margin?
12. Illustrate a food label.

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

Answer any **FIVE** questions

13. Trace the steps involved in new food product development.
14. What are the requirements for conducting sensory tests?
15. Discuss the basic FSSAI laws governing food packaging.
16. List the types of labels and their functions.
17. Discuss the role of advertising as a marketing tool.
18. Enumerate the factors that influence new product development.
19. How will you ensure quality of food products in a food processing unit?

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

Answer any **THREE** questions

20. Design a questionnaire to find out consumer needs for ready prepared millet based idli batter.
21. Differentiate between objective and subjective evaluation of foods.
22. Elaborate on the types and recent trends in packaging.
23. Give a detailed account of nutrition labelling with suitable examples.
24. Explain in detail the basic pricing strategies.