

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC) Chromepet,
Chennai — 600 044.

M.Sc. END SEMESTER EXAMINATION APRIL/NOV - 2021
SEMESTER - III
20PNDET3003 - Food Product Development

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Write the significance of Food product development.
2. What are the different subjective sensory evaluation techniques used in food product evaluation?
3. Elicit the basic techniques of marketing used in food industry.
4. Illustrate the importance and functions of packaging.
5. List the basic FSSAI laws governing food packaging.
6. Discuss about the different types of labelling used in food industry.
7. Explain the principles of pricing.
8. Describe about Marketing mix "four P's".

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Explain the different methods of pricing. How to determine the selling price of a food product?
10. Write in detail about the selection criteria and different types of packaging materials used in food industry.
11. Discuss about the factors influencing shelf life of food product.
12. What are the different factors which influence new product development success?

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Define food labelling. What must be included in food label? Discuss about Nutrition claims in food labels.