

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.

B.Sc. CND - END SEMESTER EXAMINATIONS APRIL - 2024

SEMESTER - IV

22UNDAT4004 - Food Product Development and Marketing

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Illustrate the stages in New Product development.
2. Explain the purpose of labelling.
3. Classify the objective methods used in food quality testing.
4. Explain the techniques followed in market research.
5. List out the sensory characteristics of foods.
6. Classify different types of food labelling.
7. Describe the shelf life evaluation of food.
8. Justify branding and its purpose.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Compute the different phases of recipe standardization.
10. Classify the different methods of subjective evaluation.
11. Determine the product cost and methods of establishing prices.
12. Classify the major causes of food deterioration.
13. Justify the conducting of consumer market research.
