

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 - NOV'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 on the standardization of recipes.
2. Describe the sensory characteristics of foods.
3. Examine on the objective methods of food quality testing.
4. Describe the purpose of labelling.
5. What is the purpose of branding?
6. Illustrate on the different types of labels.
7. What are the stages in new product development?
8. Explain on sensory panel selection.

### **Section C**

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

9. Describe the stages of product life cycle.
10. Examine the types of sensory evaluation factors and factors affecting acceptability of foods.
11. Explain the major causes of food deterioration.
12. Examine pricing on definition, product cost and methods of establishing prices.
13. Explain the objectives of conducting consumer market research and explain the market research techniques.

\*\*\*\*\*