

Roll No.....

B.Tech Food Technology
Semester VI Examination, 2021
Paper Title: Food Product Development
Paper Code: BFTD-607

B.Tech,
2021
B.Tech

Maximum Marks: 75

Time Allotted: 3 hours for writing + 15 min for uploading answer sheet on Google classroom.

Note: Please keep your camera on during the examination.

Attempt all questions. Marks are mentioned against each question

Q1. (A) Specify the correct answer (1x5=5)

- (i) Innovations in the food industry are driven by
(a) Convenience (b) Value addition (c) Consumer mapping (d) All of these
- (ii) Consumer market segmentation categories are
(a) Geographic (b) Sociocultural (c) User behavior (d) All of these
- (iii) Tissue cultured meat is a _____ product
(a) New-to-the World (b) Repositioned (c) Improved (d) None of these
- (iv) _____ is a guide for the consumer of the period of time that food can be kept before it starts to deteriorate, provided any stated storage conditions have been followed.
(a) Shelf Life (b) Rheology (c) HACCP (d) Casein
- (v) _____ is used to assess whether a product formulation and storage conditions of a food can control the growth of pathogens, if present, during the designated shelf life.
(a) Challenge testing (c) Biochemical testing
(b) Physical testing (d) None of these

(B) State TRUE or FALSE (1x5=5)

- (vi) The food product designer researches the social and cultural backgrounds and designs the holistic product.
- (vii) Product Morphology is breakdown of a product into the specific characteristics (or attributes) that identify it to consumers or/and business customers. It is determined by analysis of the product family and the individual product.
- (viii) Tools such as Computer Aided Design (CAD) OR Computer Aided Modelling (CAM) are used in product design.
- (ix) Sensory evaluation is an expensive process and therefore not employed in R&D for

new food products.

- (x) Communication design directly supports the product in the marketplace with branding, packaging, advertising and promotion; therefore it needs to be closely integrated with the product design

(C) Write a short note on Proprietary Foods.

(5x1=5)

Q2. Answer any three of the following

5x3=15

- (i) How will carry out desk research for developing a new product?
- (ii) Discuss the impact of novel technologies on innovation.
- (iii) What is the role of market research in a successful new product development?
- (iv) Discuss the process of prototype – product/recipe formulation development.
- (v) What is a reformulated product?

Q3. Answer any one of the following

(15x1=15)

- (i) Conduct a SWOT analysis of any new food product in the market.
- (ii) “Food as Medicine” is one of the biggest drivers of the food industry today. Justify the statement.

Q4. Write short notes on any three of the following

(5x3=15)

- (i) Product Costing
- (ii) Product Repositioning
- (iii) Product Launch
- (iv) Product Research
- (v) Break Even point

Q5. Answer any one of the following

(15x1=15)

- (i) What is a shelf life study? How is it carried out? Discuss the factors influencing shelf life of a product.
- (ii) What is Sensory Evaluation? What are the different types of sensory panels?

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