



**Department of Food Technology**  
**School of Interdisciplinary Sciences and Technology**  
**Jamia Hamdard, New Delhi-110062**  
**END SEM EXAMINATION**  
**May, 2024. B Tech 6<sup>th</sup> SEM**

Roll No.....

2024  
B.T. Sec.

Paper Title: Food Product Development; Paper Code: BFTD – 607

Time allotted: 3 Hours

Max Marks: 75

*Note: Write to the point. Before answering make sure you have mentioned the Question No. & Section.*

*Important: At the END, mention how many questions from each section you have attempted.*

**Section-A (15 Marks, Attempt All)**

| Questions                                                                 | Marks | BTL | Mapping                |
|---------------------------------------------------------------------------|-------|-----|------------------------|
| Q1. Is it essential to develop a 'prototype' in food product development? | (2)   | 5   | PEO: 1,2/CO: 1, 2      |
| Q2. Name any two 'new to the world' food products.                        | (2)   | 1   | PEO: 1,2,3/CO: 2,3     |
| Q3. Do nutraceuticals fall under the category of proprietary foods?       | (2)   | 2   | PEO: 1,2,4/CO: 1,2, 3  |
| Q4. What is break even point?                                             | (2)   | 1   | PEO: 1,2,4/CO: 1,2,3   |
| Q5. Does product morphology have a role in food product development?      | (2)   | 4   | PEO: 1,2/CO: 1,2       |
| Q6. What does 'shelf life' mean in food product development?              | (2)   | 2,3 | PEO: 1,3,4/CO: 4,5,6,7 |
| Q7. Define gustation.                                                     | (1)   | 1   | PEO: 1,2/CO: 1,2       |
| Q8. What is a product diffusion cycle?                                    | (2)   | 2   | PEO: 1,2/CO: 4,5       |

**Section B (Attempt any 3) (10 Marks Each) (30MM)**

| Questions                                                                                            | Mapping                     |
|------------------------------------------------------------------------------------------------------|-----------------------------|
| Q9. How are market research, market survey and consumer surveys helpful in food product development? | BTL5; PO: 3,4/CO: 2,3       |
| Q10. Discuss the role of advertising in product launch and marketing.                                | BTL5; PO: 2, 4,5/CO: 1,2    |
| Q11. Is communication design important in food product development? How?                             | BTL3,4; PO: 1,2,8/CO: 4,5,7 |
| Q12. How is sensory evaluation important in food product development.                                | BTL: 4,5; PO: 2,3/CO: 3,4   |

**Section- C (Attempt any 2) (15 Marks Each) (30MM)**

| Questions                                                                                                                                                | BTL | Mapping              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------------------|
| Q13. Cost based pricing is a more accurate method than competition based pricing. Do you agree? Justify the statement.                                   | 5   | PO: 1,4,5/CO: 1,3,4  |
| Q14. Discuss the methods for determination of shelf life of a food product.                                                                              | 2,3 | PO: 1,4/CO: 1,3,4    |
| Q15. Discuss in detail the significance of product design and process development stage in food product development.                                     | 4   | PO: 2,3,4/CO: 3, 2,4 |
| Q16. Sensory panels are crucial to review and feedback on sensory evaluation of new products. Do you agree? Why? What are the different types of panels? | 4,5 | PO: 1,2,3/CO: 4,5    |

-----X-----