

B.Tech,
2021
6th Sem,

B.Tech Food Technology

Sessional I, 2021

BFTC-607

Food Product Development

Max marks 20

Q.1 State any four recent food industry trends that can be derived from changing consumer behaviour and enhanced awareness in the Indian scenario. (2)

Q.2 What are 'new-to-the word' products? Explain with an example. (3)

Q.3 What are the measures for a successful food product in the market? (5)

Q.4 How are market opportunities identified for food product development? (5)

Q.5 State True OR False (5)

- a) The food product designer researches the social and cultural backgrounds and designs the holistic product
- b) 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.
- c) Tools such as Computer Aided Design (CAD) OR Computer Aided Modelling (CAM)] are used in product design.
- d) Sensory evaluation is an expensive process and therefore not employed in R&D for new food products.
- e) 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