

Date of Exam
04.05.2023

Roll No.....

B.Tech.,
2022
B.Tech.

B.Tech Food Technology
Semester VI Examination, 2023
Paper Title: Food Product Development
Paper Code: BFTD-607

Maximum Marks: 75

Time Allotted: 3 hours

Attempt all questions. Marks are mentioned against each question. Section A is compulsory.

Section A (15 marks)

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) Guidelines for selection and training of sensory panel members are given by:
(a) ASTM (b) TQM (c) ISO (d) None of these
- (v) Food acceptability can be measured using which of the following tests:
(a) Hedonic test (b) Duo trio (c) Triangle test (d) All 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) 'Best before date' and 'Expiry/Use by date' have the same meaning and can be used interchangeably on food package.
- (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) Triangle test and duo trio test are discriminatory tests.

(C) Fill in the blanks (1x5=5)

- (xi) The point at which total cost and total revenue are equal, in the business is termed as _____.
- (xii) The target market type for a food product can be _____ to _____ or _____ to _____.
- (xiii) _____ is an example of a fresh and innovative food product in the market.
- (xiv) _____ is an example of incremental food product innovation.
- (xv) An example of a commercialized traditional food product is _____.

Section B (30 marks)

Q2. Answer any three of the following (5x3=15)

- (i) How will you develop the product concept for a new product?
- (ii) Novel technologies have a crucial impact on innovation. Explain the above statement with an example.
- (iii) Is market research crucial in food product development? If yes, explain how?
- (iv) What are proprietary foods? Discuss with examples.
- (v) Explain any reformulated product with an example?

Q3. Write short notes on any three of the following (5x3=15)

- (i) Product Costing
- (ii) Product Repositioning
- (iii) Product Launch
- (iv) Project feasibility
- (v) Testing in Product commercialization

Section C (30 marks)

Q4. 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) Discuss Sensory Analysis and Consumer Research in New Product Development. What are the different types of sensory panels?

Q5. Answer any one of the following (15x1=15)

- (i) Conduct a SWOT analysis on any new food product in the market.
- (ii) Discuss the important factors in product design and process development.

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Q1	CO	Q2	CO	Q3	CO	Q4	CO	Q5	CO
A	CO1	i	CO2	i	CO3	i	CO4	i	CO3
B	CO1	ii	CO2	ii	CO3	ii	CO4	ii	CO3
C	CO1	iii	CO2	iii	CO3				
		iv	CO1	iv	CO3				
		v	CO2	v	CO3				