

B.Tech Food Technology
Semester VI Examination, 2019
Paper Title: Food Product Development
Paper Code: BFTC – 607

B.Tech.
2019
G4 Sec.

Time: 3 Hours

Max Marks 70

Attempt all questions. Marks are mentioned against each question.

1. Answer the following (15 marks)

- i. The four main stages of food product development are _____. (2)
 - ii. What is the 'Black box approach'? (2)
 - iii. Name 2 quantitative techniques to integrate product and processing. (2)
 - iv. What is a prototype? (2)
 - v. What is breakeven point? (2)
- State True or False: (1 x 5)
- vi. Product strategy starts with generation of ideas.
 - vii. Product development process varies according to the type of product – industrial, consumer, food service.
 - viii. Consumer research, market research, technology research and engineering research are all components of product design.
 - ix. Tools such as CAD, CAM, CAID are used in product design.
 - x. Communication design and product design need not be integrated.

2. Elucidate any three of the following (5 x 3)

- (a) Product Concept
- (b) Market Research
- (c) Defining the Project
- (d) Product Design Specifications
- (e) Project Feasibility

3. Write short notes on any three of the following (5 x 3)

- (a) Return on Investment
- (b) Value Analysis
- (c) Ergonomics
- (d) Design Process
- (e) Role of Sensory science in product design

4. Discuss the roles and function of any three of the following (5 x 3)

- (a) Integration in Commercial design
- (b) Testing of marketing, production and distribution
- (c) Testing prototype in product design and process development
- (d) Experimental designs in process and formulation

5. Discuss the following (10)

- (a) Stages in product commercialization (5)
- (b) Product Launch and Evaluation (5)

OR

- (c) Case study of any food product in the market (10)

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