

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025
2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY
B.VOC SEMESTER IV - SKILL (FOOD PROCESSING TECHNOLOGY)
VFPT4S12B18 - Food Product Design and Development

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks**(10x2=20)**

1. Define the term "Product" in terms of a consumer.
2. How is production success identified?
3. Recall the basic principles of innovation.
4. Define the term "product idea".
5. List out the four important stages in product commercialization.
6. List the two important parts of PDP?
7. Recall on knowledge navigation.
8. Schematically represent the flow of knowledge to creation of new product.
9. Recall on 'stimuli to buy and eat' .
10. Schematically represent the consumer needs and wants in food.
11. Identify the critical decision points for directors and management in PD.
12. List the abilities required for a product development manager.

Part B

II. Answer any Six questions. Each question carries 5 marks**(6x5=30)**

13. Brief on the relationship between food products and technology.
14. Write short note on innovation strategy.
15. Explain the relevance of idea screening.
16. Recall on product feasibility and project plan.
17. Schematically represent the knowledge and information of a company.
18. Write a note on knowledge system.
19. 'Consumers are the center of product development process'. Justify.
20. Schematically represent the critical decision points of top management.
21. What is marketing plan ?

Part C

III. Answer any Two questions. Each question carries 15 marks**(2x15=30)**

22. Discuss in detail about individual product successs.
23. Elaborate on the key aspects of product commercialization, launch, and evaluation.
24. Briefly discuss the relationship between technology, knowledge, and the food system.
25. Write in detail on sensory tests in product development.