

TB154525A

Reg. No:

Name:

B. VOC. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV – CORE COURSE (FOOD PROCESSING TECHNOLOGY)
VFP4S15TB – FOOD PRODUCTS DESIGN AND DEVELOPMENT

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. What is the importance of a new product development?
2. Define product development
3. What is the need of an innovation strategy?
4. Mention the evaluation process for product development.
5. What is adaptable technology
6. Define market testing.

(6×1=6)

PART B

II. Answer any seven questions. Each question carries 2 marks.

7. Write about the possibilities for innovation.
8. Which are the buildings up strategy for a new product development?
9. Which are the factors affecting for the failure of a new product?
10. How we can evaluate success of a launched product?
11. Write about product design
12. Which are the process control parameters?
13. List out packaging requirements for new developed products.
14. What is sensory analysis?
15. What is product quality?
16. Which are the key decision points?

(7×2=14)

PART C

III. Answer any five questions. Each question carries 6 marks.

17. Explain the concept of product development
18. Explain in detail about the process of product development
19. Discuss about the success and failure factor affecting product development
20. What is meant by cost competitiveness?
21. Knowledge base for product development technology
22. Differentiate adaptable technology and sustainable technology

23. Principle of package design
24. What is total quality management?

(5×6=30)

PART D

IV. Answer any two questions. Each question carries 15 marks.

25. Explain about the innovation strategies for a new product
26. Explain product commercialization in detail.
27. Discuss the importance of technological knowledge in a new product development
28. Explain principle of product development management.

(2×15=30)