

D.K.M COLLEGE FOR WOMEN (AUTONOMOUS)VELLORE-1

DEPARTMENT OF FOODS AND NUTRITION

FOOD PRODUCT DEVELOPMENT AND MARKETING STRATEGY

Class: III B.Sc

UNIT –I

SECTION-A

2 MARKS

1. Define food products
2. Name the classification of new food products
3. What is food product development
4. Define social concerns on new food products
5. Write the steps involved in introducing new food products in the market
6. Write the impact of marketing on food products
7. Name some developed technologies influencing new food products
8. List some various symbols of food products

SECTION-B

5 Marks

1. Write the classification of new food products
2. What are the factors involved in new food product development
3. Write the reason involved in new food product development in market and its marketing procedures
4. Write the technologic and governmental influences on new food product development

SECTION-C

10 Marks

1. Discuss the procedures followed to introducing the new food products
2. Write the reason of new food product development and impact of market place influence and technology
3. What are all the government procedures and laws involved in new food product development in market

UNIT –II

SECTION-A

2 MARKS

1. Define standardization
2. Define portion size
3. Differentiate portion size and portion control
4. Define shelf life

5. What are the steps involved in product development
6. Define storage, stability of food products

SECTION-B 5 Marks

1. What are the steps involved in product development
2. Explain product development
3. Differentiate portion size and portion control and explain
4. Write the standardization method involved in product development
5. Explain product life cycle
6. Explain the evaluation of storage, stability procedure of developed food products

SECTION-C 10 Marks

1. Write an account on steps involved in food product development and governmental agencies influencing product development
2. Discuss about the adjustment in standardization method involved in product development
3. Discuss briefly about storage , stability and shelf life

UNIT -III SECTION-B 2 MARKS

1. Define formulated food supplementation
2. Name some formulated food products for infants
3. Name some new food products for sports person
4. Name some Indian formulated food products for pregnant and nursing mother
5. What are all the new products formulated for old age peoples
6. Define therapeutic formulation for armed persons
7. Mention some ideas on promoting new food products in market

SECTION-B 5 Marks

1. Explain the formulation of new food products for infants and pre school children
2. How adolescence are attracted towards the formulated food products in the market
3. Write the selection and training technologies in promotion of new food products

4. Why sports persons choosing formulated supplementations

SECTION-C 10 Marks

1. Explain the formulation of new food products for various age groups
2. Write the role of formulated food products and therapeutic uses of armed and sports persons
3. Write the selection and training technologies in promotion of new food products and explain

UNIT –IV SECTION-A 2 MARKS

1. Define marketing
2. Mention any two marketing functions
3. Define market efficiency
4. Define market integration
5. What is AGMARK
6. Define market promotion

SECTION-B 5 Marks

1. Explain marketing and its functions
2. Explain briefly about market structure and efficiency
3. Give an account on market promotion and posting of food products

SECTION-C 10 Marks

1. Discuss about marketing and its various approaches
2. Give the role of government in promoting agricultural marketing

UNIT –IV SECTION-A 2 MARKS

1. Define License
2. Define quality processing
3. What is sanitation
4. What is meant by export potential
5. Write the economic feasibility of new products

SECTION-B**5 Marks**

1. Differentiate global and market status
2. Write about the condition for sale, License, quality processing
3. Write the role of export promoting agencies
4. Write the economic feasibility of new products