

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**SEMESTER EXAMINATIONS****APRIL - 2018****15CNF6E****ELECTIVE IV : FOOD PRODUCT DEVELOPMENT AND MARKETING STRATEGY****Time : 3 Hours****Max. Marks : 75****SECTION – A (10 x 2 = 20)****Answer ALL the questions.**

1. What are the new food products?
2. Enlist any four recent technologies used in food industry.
3. Define product design.
4. Give any four factors that affect the shelf life of food product.
5. Define food formulation.
6. Name any four formulated foods.
7. Define market structure.
8. What is market promotion?
9. Give two criteria for export of a food product.
10. What are the checklists to export a food product?

SECTION – B (5 x 5 = 25)**Answer any FIVE of the following questions.**

11. Discuss about the classification of Food product.
12. Describe the reasons for the development of new food products.
13. What are the steps involved in product development?
14. Explain about the portion size and portion control.
15. Discuss the formulated food product for sports person and armed person.
16. Elaborate about the market Efficiency and Integration.
17. Enumerate the conditions for Sale, Distribution and Licence of a food product.
18. Discuss the Export potential of Indian foods.

SECTION – C (3 x 10 = 30)**Answer ALL the questions.**

19. (a) Enlist the factors for shaping a new product development.
(Or)
(b) Discuss the influence of technology in market place.
20. (a) Explain the method of standardisation in developing a food product.
(Or)
(b) Discuss the training and technologies in promotion of new food products.
21. (a) Explain about the market promotion and posting of food products.
(Or)
(b) Bring about the role of promoting agencies and economic feasibility of new products.