

**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1****SEMESTER EXAMINATIONS****APRIL - 2017****11CNF6E****ELECTIVE : FOOD PRODUCT DEVELOPMENT AND MARKETING STRATEGY**

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**Time : 3 Hours****Max. Marks : 75****SECTION – A (10 x 2 = 20)****Answer ALL the questions.**

1. Define health.
2. How can new technology help the food industry?
3. What is standardization?
4. Define portion control.
5. Give the guideline for formula in infant.
6. What is meant by therapeutic nutrition?
7. Mention the various components of marketing success.
8. What are the various kinds of influences which affect consumer behaviour?
9. List out the terms and condition of sale in food product development.
10. Give the product feasibility for new foods.

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

11. Write a short note on developing new food products.
12. Describe shelf life and shortage stability evaluation procedures of developed food products.
13. Which factors are considered in developing ergogenic aids for sports person?
14. Enumerate the functions of market.
15. Elaborate the role of advertising in product development.
16. Explain the advantages of global market strategy.
17. What are the disadvantages of infant formula?
18. Explain the role and benefits of standardization.

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

19. (a) Bring out the social and health concerns related to development of new food products.  
(Or)  
(b) Discuss the various steps involved in product development.
20. (a) Write a short note on the importance of export promotion.  
(Or)  
(b) Summarize the role of government in promoting agricultural marketing.
21. (a) Explain with example the steps involved in identifying the export potential of a developed product.  
(Or)  
(b) Illustrate the development of scorecard in food product industry.