

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE – 1**SEMESTER EXAMINATIONS****APRIL – 2019****15CNF6E****ELECTIVE IV: FOOD PRODUCT DEVELOPMENT AND MARKETING STRATEGY**

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

1. Define new food products.
2. List out the factors shaping new product development.
3. What are the steps involved in product development?
4. Define portion size and portion control.
5. Identify the new products for pre-school children.
6. Brief on new products for sports person.
7. List out the approaches to study marketing.
8. Brief about market structure.
9. State the conditions for sale.
10. Describe the need for export of new products.

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

11. Explain the factors shaping new product development.
12. Examine the impact of market place influence and technology.
13. Write note on standardization methods involved in product development.
14. Summarize on calculation of nutritive value and cost of production.
15. Illustrate on the new products for pregnant mothers.
16. Discuss about new food products for therapeutic uses.
17. Describe market structure, market efficiency and market integration.
18. Give an account of export potential of new Indian food products.

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

19. a) Elaborate the reason for new food product development-corporate, market place, technologic and governmental influences.
(Or)
b) Enumerate on shelf-life and storage stability evaluation procedure of developed food products.
20. a) Explain the need for selection, training and technologies in promotion of new products.
(Or)
b) Discuss about the role of government in promoting agricultural marketing.
21. a) Write in detail about the role of export promoting agencies and economic feasibility of new products.
(Or)
b) Give brief notes on:
 - i) Market promotion and posting of new products.
 - ii) Global market status.