B. Tech.

(SEM. VIII) EXAMINATION, 2006-07

FOOD PRODUCT & PACKAGE DEVELOPMENT

Time : 3 Hours] [Total Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Discuss the salient features of innovative concepts in the development of a new food product.

2. What is the methodology of screening of initial ideas for food product development? Explain clearly.

3. What are the factors considered in development of Prototype products? Explain clearly.

4. Explain in detail the process of planning and developmental activities for a new food product and methods of its evaluation.

5. Discuss any two of the following:
   (a) Desk research
   (b) Test market planning
   (c) Test result evaluation.

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6 Write technical notes on any two of the following:
   (a) Aseptic processing of foods
   (b) Advertising and marketing plans for food products
   (c) Mode of labour control.

7 Discuss the consequences of a newly developed and launched food product if it is not successful in the market.