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FOOD PRODUCT DEVELOPMENT AND  
MARKETING

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Time : Three hours

Maximum : 100 marks

## SECTION A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Explain the need for product development.
2. Describe the financial review development in new product development process.
3. Differentiate customers and consumers.
4. Give the marketing characteristics of the product.
5. Explain the role of engineering in the development process of new product.
6. Discuss the evaluation of quality assessment of new developed products.
7. What is product design.

## SECTION B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. What are the general characteristics of new food product? And give the class of new food products.
9. Elaborate the eight step process of new product development in detail.
10. Describe in detail on consumer trials and test market.
11. Give the criteria for screening of new food product and explain financial and technical constraints involved in product development.
12. Explain the methods of market testing.
13. Describe about product launch and commercialization of the new product.
14. What is product life cycle? Give the strategies of product life cycle.