

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Sc.CND - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

22UNDAT4004 - Food Product Development and Marketing

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain about Standardization of recipes.
2. Describe about Sensory panel selection.
3. Discuss the Shelf-life of foods.
4. Rephrase on purpose of labelling.
5. Illustrate the purpose of branding.
6. Relate the Factors affecting acceptability of foods.
7. Explain the importance of Maintaining Quality Standards of food.
8. Justify the importance of FSSAI standards.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Describe the Stages in new product development (NPD).
10. Summarise subjective and objective sensory evaluations.
11. Determine the physical, chemical and microbial changes and its causes for Food Deterioration.
12. Relate on pricing and methods of establishing prices.
13. Appraise on market research techniques.
