

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH SEMESTER B.TECH DEGREE EXAMINATION(R&S), DECEMBER 2019

Course Code: FT365

Course Name: Food Product Design and Development

Max. Marks: 100

Duration: 3 Hours

PART A

Answer any two full questions, each question carries 15marks.

Marks

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|---|--|------|
| 1 | a) What are the different ways to measure whether the new product developed is a success or a failure? | (10) |
| | b) List out the major market segments for new products. | (5) |
| 2 | a) Identify the ways for evaluating innovation possibilities of your company for efficient product development | (10) |
| | b) Elaborate on the important factors involved in product design and process development. | (5) |
| 3 | Detail on the Product Development Process. What are the stages involved in PDP? | (15) |

PART B

Answer any two full questions, each question carries 15marks

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|---|---|------|
| 4 | a) Explain the important points to be remembered when a new product has to be distributed and marketed. | (10) |
| | b) What are the different sources of knowledge required for product development? | (5) |
| 5 | a) What are the important sensory evaluation methods that has to be carried out on a new product? | (10) |
| | b) What are the factors affecting food choice? | (5) |
| 6 | How can you integrate consumer needs and wants in product development? | (15) |

PART C

Answer any two full questions, each question carries 20marks.

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| 7 | a) Identify and elaborate the specific outcomes for product strategy development needed by the product development manager from the project leader to build up the outcomes needed by the top management | (10) |
| | b) Describe the basic principles that a company should follow for managing the new product development. | (10) |
| 8 | a) How do you think people in each level of company contribute to management of product development? | (15) |
| | b) How will you integrate innovation metrics into the business? | (5) |
| 9 | How will you evaluate product development? Explain the basic steps for benchmarking product development. | (20) |