

C 4980

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Name.....

Reg. No.....

FOURTH SEMESTER B.VOC. DEGREE EXAMINATION, APRIL 2021

(CUCBCSS—UG)

Fish Processing Technology

GEC 4FP D04—FOOD PRODUCT DEVELOPMENT AND ANALYSIS

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. A manufacturer with a product in the decline stage of the product life cycle might decide to _____ if it has reason to hope that competitor's will leave the industry.
 - a) Maintain the product without change.
 - b) Drop the product.
 - c) Harvest the product.
 - d) Delay planning.
 - e) Search for replacements.
2. An attractive idea must be developed into a _____.
 - a) Test market.
 - b) Product strategy.
 - c) Product image.
 - d) Product concept.
 - e) Product idea.
3. During which stage of new product development is management most likely to estimate minimum and maximum sales to assess the range of risk in launching a new product ?
 - a) Concept testing.
 - b) Test marketing.
 - c) Business analysis.
 - d) Product development.
 - e) Marketing strategy development.
4. Increasing profits will most likely occur at which stage of the PLC ?
 - a) Introduction.
 - b) Product development.
 - c) Decline.
 - d) Maturity.
 - e) Growth.

Turn over

5. The team-based new product development approach is faster because departments work closely together through _____.
- a) Cross-functional teams.
 - b) The help of a consultant.
 - c) Team efforts.
 - d) Departmentalization.
 - e) A step-by-step process.
6. Product Specifications are :
- a) Instructions about how to prepare the food.
 - b) Details about the ingredients, size and packaging required to manufacture food.
 - c) Explained in the manufacturer's production flow chart.
 - d) The legal requirements for producing food.
7. During which step is a break-even point decided when developing a food product ?
- a) Idea screening.
 - b) Primary research.
 - c) Feasibility study.
 - d) Product specification.
8. What is the purpose of a design brief in food product development ?
- a) To state the project aims.
 - b) To identify problems in developing the project.
 - c) To name the product to be developed.
 - d) To propose the marketing plan.
9. _____ calls for testing new product concepts with groups of target consumers.
- a) Concept development.
 - b) Concept testing.
 - c) Idea generation.
 - d) Idea screening.
10. _____ is a period of slow sales growth as the product is introduced into the market. Profits are non-existent in this stage because of the heavy expenses of product introduction.
- a) Growth
 - b) Product development
 - c) Maturity
 - d) Introduction

(10 × 1 = 10 marks)

Section B

*Answer any **eight** questions.
Each question carries 2 marks.*

11. Define product. Suggest and explain a system for classifying products.
12. In which way understanding of product classification helps in marketing ? Discuss.
13. Differentiate between consumer products and industrial products.
14. Discuss the scope and significance of product management function in today's dynamic marketing environment.
15. What are the various internal and external sources of new product ideas available to a company ?
16. What are the major steps involved in NPD?
17. What different objectives does 'Concept Testing' meet ?
18. Discuss the factors to be taken into account when deciding whether or not to launch a new product.
19. Identify the five primary sources of product innovation.
20. What are the limitations of test marketing ?
21. Discuss the steps involved the economic analysis of a new product concept.
22. Discuss the product focused Vs market focused organizations.

(8 × 2 = 16 marks)

Section C

*Answer any **six** questions.
Each question carries 4 marks.*

23. In which way understanding of product classification helps in marketing ?
24. Discuss the role of product manager.
25. What are the major bottle necks in new product development ?
26. Explain the concept of product management along with its importance.
27. Explain the relationship between competition marketing and product management
28. Discuss the factors to be taken into account when launching a new product.
29. What are the advantages and disadvantages of product oriented organization and market oriented organization ?

Turn over

30. What is the relationship between product management and marketing management ?
31. Describe the product classification of consumer products.

(6 × 4 = 24 marks)

Section D

*Answer any two questions.
Each question carries 15 marks.*

32. Explain the biochemical methods for estimation nutritive value of foods.
33. Discuss about the basic principle and concept of food product development ?
34. What are the factors to be considered while developing a new product ? Explain.
35. Explain the following:
- a) Conventional food packaging materials used and the criteria for selection.
 - b) The pricing strategies available for new products.

(2 × 15 = 30 marks)