

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: I MSc.
BRANCH: Food Technology**

**SEMESTER : VIII
SESSION : SP/22**

SUBJECT: FT411 FOOD PRODUCT DEVELOPMENT AND CONSUMER SCIENCE
TIME: 2.00 hours **FULL MARKS: 50**

INSTRUCTIONS:

1. The question paper contains 15 questions of total 50 marks.
 2. The missing data, if any, may be assumed suitably.
 3. Be precise in your answer
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q1.	What is Fortification in Nutrition?	2
Q2.	What are factors contributing to the losses of Vitamins?	3
Q3.	What is Nutritional Disorder? What is PEM?	3
Q4.	What are primary and secondary reference groups as social factor affecting consumer behavior?	5
Q5.	What is organic farming and why it is popular in India, explain with example?	4
Q6.	What are different types of new product? What is Line Extension and their characteristics in new product?	5
Q7.	What are the steps in product launch?	2
Q8.	What are various steps in Research Process?	2
Q9.	Discuss null and Alternate Hypotheses with example.	4
Q10.	What are the two goals in organizing for new product development?	2
Q11.	What is role of Food Technologist or R&D team in new product development?	3
Q12.	What do you understand by Economy of Scale?	3
Q13.	What is Static Test for determination of shelf life and its limitation?	2
Q14.	What are different stages of product life cycle? Discuss each stage briefly?	5
Q15.	Write a short note on the factors influencing the product pricing.	5

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