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School of Biomedical Science
Bachelor of Science in Clinical Nutrition and Dietetics
Mid Term Examination - Nov 2023

Duration : 90 Minutes
Max Marks : 50

Sem III - C2UF306T - Food Production and Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Define the maturity stage of a new product. K2 (2)
- 2) Compare idea generation and idea screening. K1 (3)
- 3) Summarize trial and error method and its disadvantages. K2 (4)
- 4) Construct and explain different kinds of system problems are encountered while dealing with experimental design method. K2 (6)
- 5) List various factors influencing the food product development. K3 (6)
- 6) Mark the role of consumers and market fragmentation in product development. K3 (9)
- 7) Examine and explain how to develop a new product. K4 (8)
- 8) Discuss the mixture experiment. K4 (12)

OR

Discuss what is marketing and the core marketing concepts. K4 (12)