

School of Biomedical Science

**Bachelor of Science in Clinical Nutrition and Dietetics
Semester End Examination - Aug 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem III - C2UF306T - Food Production and ManagementGeneral 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

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| 1) | Tell about the physical changes that deteriorate the food. | K1(2) |
| 2) | Illustrate the stages of a product life cycle graphically. | K2(4) |
| 3) | Make use of your creative thinking to give examples of current hot market trends and a product that you will create to fit in it. | K2(6) |
| 4) | Mark the importance and role of marketing strategies in a product life cycle. | K3(9) |
| 5) | Examine how companies ensure safety in their new products. | K3(9) |
| 6) | Interpret and explain different stages of product life cycle. | K5(10) |
| 7) | Discuss about product development and market strategy development along with market testing and commercialization. | K4(12) |
| 8) | Compile and explain about the portfolio matrix. | K5(15) |
| 9) | Compile and write the modes of food deterioration. | K5(15) |
| 10) | Elaborate the major modes of food deterioration and the procedures for determination and monitoring of shelf life. | K6(18) |