



**Progressive Education Society's**  
**Modern College of Arts, Science & Commerce Ganeshkhind, Pune – 16**  
**(Autonomous)**  
**End Semester Examination: OCT / NOV 2024**  
**Faculty: Science and Technology**

**Program: B.Voc (Food Processing Technology)**  
**Program (Specific): Food Processing Technology**  
**Class: T.Y. B.Voc (Food Processing Technology)**  
**Name of the Course: New Product Development**  
**Course Code: FPT 27**

**Semester: V**                      **Set : A**

**Max. Marks: 50**

**Time: 02:30 Hr**

**Instructions to the candidates:**

- 1) *All questions are compulsory.*
- 2) *Draw neat and labelled diagrams wherever necessary.*
- 3) *Figures to right indicate full marks.*

**SECTION: A**

**Q1.A Multiple Choice Question**

**(01 X 6 = 06 M)**

1. In recent development in Packaging \_\_\_\_\_ technology is used.  
a. Active                      b. intelligent                      c. Anti-microbial                      d. All of the above.
2. The Price Structure and Distribution is included in \_\_\_\_\_ Design  
a. Blue print                      b. Business proposal                      c. Prototype                      d. Concept.
3. Process of product development includes \_\_\_\_\_.  
a. Design                      b. Formulation                      c. Standardization                      d. All of the above.
4. The sensation known as sour is associated with \_\_\_\_\_ ions.  
a. Hydrogen                      b. Oxygen                      c. Nitrogen                      d. Calcium
5. Research technique in which product under study is placed on sale is known as \_\_\_\_  
a. Commercialization                      b. Market testing  
c. Idea screening                      d. Idea generation
6. New products fail because \_\_\_\_\_ problems.  
a. Product                      b. Pricing                      c. Promotional                      d. All of the above

**Q1.B. True or False**

**(01 X 6 = 06 M)**

1. Repositioning of product involves rebranding of the products.
2. Scarcity and ban on ingredients promotes for product innovation.
3. In Duo-Trio test, from three samples two are identical and one is different.
4. Business Analysis helps in the projections of investments, sales and cost.
5. Cost reduction involves reduction in manufacturing cost.
6. In projection of business includes future demand, investments and return on investment.

### **SECTION: B**

**Q2. Explain/Define the following terms (01 X 6 = 06 M)**

- |                         |                        |
|-------------------------|------------------------|
| 1. Product Design       | 2. Test marketing      |
| 3. Creation             | 4. Sensory evaluation. |
| 5. Concept Development. | 6. Threshold limit.    |

### **SECTION: C**

**Q3. Write Short Note on the following (Any Four) (03 X 4 = 12 M)**

1. Product innovation.
2. Commercialization
3. Need of new product development
4. Types of Panel members in sensory evaluation
5. Consumer testing.
6. Sources of Idea Generation.

### **SECTION: D**

**Q4. Short answer questions (Attempt any Two) (05 X 02 = 10 M)**

1. Explain the stages in New Product Development?
2. What are the Major modes of food deterioration?
3. Explain the Categories of New Product development?
4. What do you mean by Prototype Development?

**Q5. Long answer type Questions (Attempt any Two) (05 X 02 = 10 M)**

1. A well-known food industry want to launch a new food product and have approached you for the same. What process and steps will you suggest them for new products development? Explain it in detail
2. You are working as a freelancer in the FMCG sector. How will you prepare a protocol of marketing strategies and market testing for new product?
3. You have developed a RTS new flavored fruit squash and want to shelf-life analysis. What are the major considerations in shelf life study of that product? Explain in details.
4. You are working in Nutraceutical industry. What would you suggest for New Product development of nutraceuticals in consideration with suitable technology and packaging?