

Total No. of printed pages = 4

PG/1st Sem/PFET 104

2021 (Odd Semester)

**FOOD PRODUCT DEVELOPMENT
AND ENTREPRENEURSHIP**

Full Marks – 100

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer any *five* questions.

1. (a) What is the difference between product recall
and product withdrawal? 2
- (b) What is a cause-and-effect diagram? Explain
how it can be used while brainstorming a new
food product development idea. 4
- (c) Explain with examples two primary avenues
of developing new food products. List five
major purpose of new food product develop-
ment. 5+5=10

[Turn over

(d) What is product traceability ? What are its importance in new food product development ?

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2. (a) Briefly explain the stage-gate process for new food product development using a simple schematic flow-diagram. 12

(b) What are the three major aspects of determining feasibility of new food product ideas ? Explain briefly with examples. What are the three time-lines based on type of new food product development project ? 5+3=8

3. (a) Write short notes on any *five* of the following : 2×5=10

(i) Benchmarking

(ii) RFID

(iii) Product portfolio

(iv) Competitive intelligence

(v) Profitability index

(vi) CAD.

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- (b) What is ergonomics? Explain with an example. Elaborate on the four stages of commercialization of a newly developed food product. $2+8=10$
4. (a) Elaborate on the support systems at the post-development stage of a new food product development project. 5
- (b) Step-by-step, describe the product launching activities. Use examples make your description comprehensive. 10
- (c) Explain the importance of market research in various stages of a new food product development project. 5
5. (a) What is critical path and how does it help you to expedite your project? 5
- (b) Explain four P's with respect to project management $2 \times 4 = 8$
- (i) People (ii) Process
- (iii) Product (iv) Project.
- (c) What is an entrepreneur? As an entrepreneur what criteria would you adopt for project identification and project selection? $2+5=7$

6. (a) Discuss PERT and CPM as the important techniques of network analysis. 6
- (b) What is a feasibility study? What are the parameters on the basis of which project feasibility study is conducted? 2+6=8
- (c) Mention the various reasons for the success and failure of a project. 3+3=6
7. (a) Define Intrapreneur. Explain the role of entrepreneurship in economic development. 5
- (b) Construct the network for the project whose activity durations are given below :

Activity	0-1	1-2	1-3	2-4	2-5	3-4	3-6
Duration (in week)	3	8	12	6	3	3	8

Activity	4-7	5-7	6-7
Duration (in week)	5	3	8

Calculate the earliest start time, earliest finish time, latest start time and latest finish time of each activity. Determine the critical path and the project completion time. 15

