

Odd Semester 2022**Food Product Development and Entrepreneurship***Full Marks: 100*

Time: Three hours

*The figures in the margin indicate full marks for the questions.***Group A***Answer ANY FIVE questions.*

1.	a)	Describe, with examples, the three primary sources of generation of new food product.	8
	b)	What is “market”, and what is “market place”?	2
2.		Describe the 4 / 5 subsequent stages of life-cycle of a newly developed product.	10
3.		Write short-notes on <u>any two</u> of the following – (a) Competitive intelligence, (b) Importance of stage-gate process, (c) Line extension	2×5
4.	a)	Enlist five major importance of new food product development, and explain each of them with examples.	5
	b)	Describe senior management of a food company	5
5.	a)	Discuss the environmental, legal and social issues associated with a new food product launching.	4
	b)	What is the difference between “product recall” and “product withdrawal”.	2
	c)	What is the importance of product traceability in ensuring food safety?	4
6.		Describe the stage-gate process using a flow-diagram. Explain what are “Stages” and what are “Gates”.	5 + 5

Group B*Answer ANY FIVE questions.*

7.	a)	What is a project scope? What are the basic elements of a project?	2+3=5
	b)	Differentiate between ‘entrepreneur’ and ‘intrapreneur’.	5
8.	a)	Briefly explain the entrepreneurial process and why is it important?	6
	b)	Explain WBS giving suitable example.	4

9.	a) Explain the role of entrepreneurship in economic development.	5
	b) What is the purpose of feasibility study in project management?	5
10.	a) Explain the different phases of project life cycle.	6
	b) Mention the various reasons for the success and failure of a project.	4
11.	Write short notes on any two of the following	
	a) Project performance dimensions	5+5=10
	b) PERT	
	c) Project crashing	

12. Draw the network diagram and determine the critical path, the critical activities and the project completion time for the following set of activities. 10

Activity	Predecessor(s)	Duration (weeks)
A		3
B	A	5
C	A	7
D	B	10
E	C	5
F	D, E	4

