

2023

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) Describe the 4 subsequent stages of life-cycle of a newly developed food product. 10
 c) Write functions of the following team members in an NFPD project: (i) Engineer, (ii) Finance personnel, (iii) Production personnel, (iv) Quality personnel 4×2
2. a) Describe, with appropriate examples, the six levels of novelties in newly developed food product. 12
 b) What constitute senior management / highest decision-making authority of a food business? What are major contributions of the senior management towards an NFPD project? 5+3
- Prepare a critical method for the following food manufacturing project.
- | Task ID | Task description | Preceding task | Task duration (day) |
|---------|-------------------------|----------------|---------------------|
| A | Project start | - | 0 |
| B | Material purchase for X | A | 10 |
| C | Material purchase for Y | A | 20 |
| D | Build X | B, C | 30 |
| E | Build Y | B, C | 20 |
| F | Finishing FSMS | E | 40 |
| G | Joining X and Y | D, E, F | 20 |
| H | Project finish | G | 0 |
3. a) Describe, with appropriate examples, four major objectives of a “project”? 12
 b) Describe, with appropriate examples, four major objectives of a “project”? 8
4. Write short-notes on **any five** of the following: (i) Benchmarking, (ii) Brand, (iii) Product portfolio, (iii) Competitive intelligence, (iv) Profitable index, (v) Entrepreneurship, (vi) Structured questionnaire 5×2
 a) Why do food industries / businesses need to develop new food product(s)? What are “market”, and “market place”? 4+2
 b) Explain what are “stages”, and what are “gates” in a stage-gate process? 2+2
5. a) Elaborate on the following three sources of competitive intelligence: (i) Media reports, (ii) Corporate publications, (iii) Government documents 3×2
 b) Detail the wheel of benchmarking process. 10
 c) List **four** major objectives of market research. 4
6. Briefly describe **ten** major reasons, for which a start-up may fail. 20
