

## Odd Semester 2022

## New Food Product Development

Full Marks: 100

Time: Three hours

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

1.	a)	List <b>five</b> major significance of new food product development. How can a food company define itself from “Product orientation” perspective and from “customer orientation” perspective?	5 + 4
	b)	What is “market”, and what is “market place”? Briefly describe importance and scope of market research in new food product development project.	2 + 4
	c)	What are the <b>five</b> major questions, answers to which are sought during post-launch evaluation of a food product.	5
2.	a)	Describe “competitive intelligence”, and how sales personnel can supply such intelligence to the company? Elaborate on <b>five</b> major sources of competitive intelligence with an example for each one of them.	5 + 10
	b)	What is “product portfolio”? Give an example.	2
	c)	What is a “brand”? Explain with an example.	3
3.	a)	Draw schematic flow-diagram of a stage-gate process. Elaborate on the “stage”, “gate” and their importance.	8 + 5
	b)	Elaborate on three major areas of costs for NFPD with examples.	7
4.	a)	Briefly elaborate on importance of the following expertise in an NFPD team. (i) engineering, (ii) production, (iii) marketing, (iv) finance, and (v) team management in an	3×5
	b)	Describe senior management of a food company	5
5.	a)	On the basis of level of innovation / novelty, what are the <b>six</b> major types of newly developed food products – Discuss with appropriate example for each type?	3×6
	b)	What are “product recall” and “product withdrawal”?	2
6.	a)	Construct the “critical path network” of the following NFPD project tasks, as listed in the following table.	10
	b)	Elaborate on NFPD business project development stage (i.e., product and process design and development). What are the <b>four</b> major conclusions to be reached at the end of the project development stage in order make decision at the subsequent gate?	7 + 3

<b>Task ID</b>	<b>Task description</b>	<b>Task predecessors</b>	<b>Task duration (days)</b>
A	Project start		0
B	Purchase of ingredients	A	10
C	Purchase of packaging materials	A	20
D	Processing and packaging lines	B, C	30
E	Storage / inventory	B, C	20
F	Marketing and promotion	E	40
G	Post-launch evaluation	D, F	20
H	Project ends	G	0

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