

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) Elaborate on **five** major constraints in an organization against innovation. 10
Discuss with examples the following sources of new food product idea
b) generation – (i) Market, (ii) Within the company, and (iii) Outside market 6
and outside the company
c) Write short-notes on **any two** of the following: (i) Data mining, (ii) 2×2
Quantitative market research, (iii) Qualitative market research
2. a) Describe, with appropriate examples, the **six** levels of novelties in newly 12
developed food product.
b) What are the different ways a food company can be defined / 4
characterized?
c) What constitute senior management / highest decision making authority of 4
a food business?
3. a) What is “shelf-life” of a food? Detail what are the quality analyses 2+10
necessary for shelf-life testing of fresh fruits and vegetables?
Describe the three major categories of NFPD project costs with appropriate
b) examples: (i) Development costs, (ii) Production costs, and (iii) Marketing, 8
launch and sales costs
4. a) What is life-span of a new food product? Graphically explain the (i) 10
Introduction, (ii) Growth, (iii) Maturity and (iv) Decline stages of a new
food product life.
b) Why do food industries / businesses need to develop new food product(s)? 4
c) What is a “stage-gate” process? Explain what are “stages”, and what are 2+2+2
“gates”?
5. a) What is “competitive intelligence”? Elaborate on the following five sources 2+10
of competitive intelligence: (i) Media reports, (ii) Corporate publications,
(iii) Research publications, (iv) Food expos and trade fairs, (v) Government
documents
b) Define **any of two** of the following: (i) Benchmarking, (ii) Brand, (iii) 2×2
Product portfolio
c) List **four** major objectives of market research. 4
6. a) Describe NFPD business project development stage detailing the following: 12
(i) Product and process design, (ii) Marketing and promotional strategy,
and (iii) Product launching
b) Describe the major conflicts that frequent within NFPD team. What are 5+3
“product traceability”, “product recall” and “product withdrawal”?