

CHUKA



UNIVERSITY

## SUPPLEMENTARY / SPECIAL EXAMINATIONS

### FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN FOOD SCIENCE & TECHNOLOGY

FOST 464: PRODUCT DEVELOPMENT AND SENSORY EVALUATION OF FOODS

STREAMS:

TIME: 2 HOURS

DAY/DATE : MONDAY 16/11/2020

8.30 A.M - 10.30 A.M.

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#### INSTRUCTIONS:

- Answer all questions in section and any other Two in section B

#### SECTION A

1.Explain the difference between market mix and promotion mix with respect to product development

(4marks)

2. Explain FIVE factors that might affect sensory analysis of your product

(5marks)

3 a) Describe three major ways in which pricing of your product can be carried out (6marks)

b) Outline major steps to carry out while developing a new product prior to launching (5mark)

4 a) Explain the importance of carrying out market segmentation prior to product launching. (5marks)

b) Explain factors to consider while selecting packaging material of a new product (5marks)

**SECTION B**

5. a) With a clear illustration, describe the adoption process of a new product immediately after launching. (15marks)

b) Discuss the importance of marketing mix in the product development concept. (5marks)

6. Discuss various ways in which a product can be categorised as new. (10 marks)

b) Explain the importance of packaging and labelling a new product. (10marks)

7. Discuss the following with respect to product development

a) Market targeting and positioning (4marks)

b) Descriptive and discriminative sensory methods (6marks)

c) Marketing information and research (4marks)

d) Characteristics of a good label (6marks)

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