

HSC QUESTIONS: STEPS IN THE FOOD PRODUCT DEVELOPMENT PROCESS

MULTIPLE CHOICE

2004

1. At which step are consumer needs first considered during new food product development?

- (A) Feasibility Study
- (B) Prototype Testing
- (C) Idea Generation and Screening
- (D) Production Process Development

2. Product Specifications are:

- (A) Instructions about how to prepare the food
- (B) Details about the ingredients, size and packaging required to manufacture a food
- (C) Explained in the manufacturer's production flow chart
- (D) The legal requirements for producing the food

3. A useful way of testing a new food product is by sensory analysis because:

- (A) It provides important information about consumers' responses to the product
- (B) People can make sense of the idea
- (C) There is no other method of deciding if the product will be successful
- (D) It is the best way of checking that the machinery can make the product successfully

2006

4. During which step is a break-even point decided when developing a food product?

- (A) Idea screening
- (B) Primary research
- (C) Feasibility study
- (D) Product specification

2008

5. What is meant by *product specification* in relation to the development of a food product?

- (A) A list of consumer expectations
- (B) A plan of the manufacturing process
- (C) A measure of the feasibility of the product
- (D) A description of requirements for production

2009

6. Which of the following best determines the suggested selling price of a product?

- (A) The break-even point
- (B) Cost and availability of raw materials
- (C) Predicted price consumers are prepared to pay
- (D) Recovery of production costs with no profit margin

2010

7. What does primary research involve?

- (A) Review of food industry reports
- (B) Data collection by company personnel
- (C) Analysis of existing data from a research company
- (D) Use of government publications

8. A company is working through the food product development process for a new food. When is the prototype developed?

- (A) During idea generation
- (B) Before market research
- (C) At product testing stage
- (D) After production process development

9. At which stage is the feasibility study conducted?

- (A) During storage trials
- (B) When testing the prototype
- (C) Before the initial market research
- (D) Following the setting of product specifications

2011

10. What is the most important function of market research?

- (A) To determine the break-even point
- (B) To plan the development of production processes
- (C) To assess consumer acceptance of a new product
- (D) To ensure quality assurance systems are developed

2012

11. Product specifications are completed after:

- (A) Market research
- (B) A feasibility study
- (C) Prototype development
- (D) Production process development

2013

12. A food company trials small batches of a new food product.

What type of testing is this?

- (A) Compliance
- (B) Feasibility
- (C) Prototype
- (D) Sensory

2014

13. Which step in food product development involves the pilot production of a food product?

- (A) Prototype development
- (B) Product specifications
- (C) Feasibility study
- (D) Market research

2015

14. Why is a technical feasibility study necessary in the development of a new product?

- (A) To establish a marketing plan
- (B) To determine the design brief
- (C) To calculate a break-even point
- (D) To determine the machinery required

FOOD TECH STUDY GUIDE

15. Market Research:

- (A) Checks consumer responses to food products
- (B) Identifies the size of the potential market
- (C) Identifies the resources and facilities needed to produce a food product
- (D) All of the above

16. What is the purpose of a design brief in food product development?

- (A) To state the project aims
- (B) To identify problems in developing the project
- (C) To name the product to be developed
- (D) To propose the marketing plan

SHORT ANSWERS

2007

Question 13

(a) Complete the steps of food product development by writing the missing steps in the spaces provided (2 marks).

- _____
- Market Research
- Product Specification
- Feasibility Study
- _____
- Development of a Prototype
- Testing Product Prototype

Use the design brief below to answer parts (b) to (e).

DESIGN BRIEF:

Pizza Palace is a multinational fast food pizza chain selling pizza, garlic bread, soft drinks and ice-cream. Food is take away or home delivered. Pizza Palace has lost customers to fast food competitors who have introduced healthy choices into their menu. Pizza Palace has decided to introduce low-fat pizza options.

(b) Suggest ONE pizza prototype that suits this design brief (1 mark).

(c) Outline TWO types of market research that could be conducted for this design brief (2 marks).

(d) Describe product specifications for the pizza prototype identified in part (b) (3 marks).

(e) Define a feasibility study and explain the importance of this in relation to Pizza Palace (3 marks).

Question 13

Fastfruit is a multinational company with a large share of the fruit juice market. It wants to expand its product range by developing frozen, fruit-shaped confections.



(a) Describe the market research that would need to be conducted before specifications are developed for this product (4 marks).

(b) Explain the tests that would need to be conducted during prototype development of this product (6 marks).
