

(2½ hours)

(Max. marks: 60

- N.B:**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Mixing of sub questions is not allowed.
 - 4) Draw diagrams wherever necessary.
- Q.1
- a) Write a note on development of designer foods for diabetes. **06**
 - b) Write a note on development of designer foods for bone disorders. **06**
- OR**
- c) Explain role of Nutraceuticals in management of health and diseases **06**
- Q.2
- a) Explain the concept of QFD and the First House of Quality? What are the various tools that you would use to capture consumer voice? **06**
 - b) Explain the gap that exists between the consumer view and the technical view with regards to nutraceuticals claims with suitable examples? How can this gap be minimized? **06**
- OR**
- c) Explain the Principles of ASCI Advertisement Code and the role of ASCI in monitoring advertisements in India? **06**
- Q.3.
- a) What is distribution? Explain its functions , stages and characteristics **06**
 - b) What are the principal packaging materials? What is their significance? Explain with examples. **06**
- OR**
- c) Describe the manufacture of paper using a flow diagram **06**
- Q.4
- a) Describe Section 22 covering New Categories under the FSSA? **06**
 - b) Describe how you would go about reviewing a Nutraceutical Product Label for its compliance to Indian requirements with the help of a suitable checklist? **06**
- OR**
- c) Define the term Nutraceuticals and explain how Nutraceuticals are different from Pharmaceuticals? **06**
- Q5. Write short note : (ANY THREE) **12**
- a) 5ply CFB and 3 Ply CFB
 - b) Explain Nutrition Fact Labeling with reference to European union
 - c) Kano Model of Quality
 - d) With reference to FSSR, explain Declaration regarding Veg and Non-Veg
 - e) Drums, Cartons and pouches
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