

2.

- a. Briefly explain the importance of sensory evaluation for the food industry with suitable examples.

(15 mark)

- b. Assume that you are a Quality Assurance Manager of a certain biscuit manufacturing company. Your company is planning to introduce a new biscuit to the market by improving a existing brand. Before launching the new buscuit product to the market, your company wants you to perform a sensory evaluation. As a manager, how are you going to conduct this sensory evaluation? (Include all necessary steps).

(25 mark)

- c. Prepare a small questionnaire for the aforementioned sensory analysis. (10 mark)

