



Uva Wellassa University, Sri Lanka
1st Semester Examination Dec/Jan 2010
BIO 421-1 Sensory Evaluation of Food

Time: One (01) hour

Total number of questions 04 (Four)

Answer question one (01) in *Part-A*, and any two (02) questions from part *Part-B*

PART - A

1. A leading cake manufacturer whose market share for his butter cake (Brand A) has drastically been dropped down due to a new formulation (Brand B) introduced by a competitor. The marketing department of Brand A has informed the production department that consumer perception for Brand B is stronger than the Brand A as a result of high degree of palatability. Hence, the producer of Brand A has decided to get your help with the view to improve sensory properties of Brand A against Brand B.

- What types of sensory stimuli are important for this investigation and briefly explain their roll in respective sensory stimulus?
- What test method do you adopt to investigate these properties of brand A and B?
- A sensory evaluation was carried out using 9 point unipolar hedonic scale using 10 members trained sensory panel for yellow color, hardness, sugar taste, smell and over role acceptability. Average responses of respondents are given bellow.

Brand	Yellow color	Sugar taste	Hardness	Over role acceptability
A	7	9	6	6
B	8	9	9	8

- Draw sensory profiles for Brand A and Brand B.
- Which area/s are lacking and to be improved in each of the Brands?
- How would you advise the producers of Brand A and Brand B to improve their products?

(40 marks)

PART - B

1. Value addition process for food products is partly depend on creation of an attractive sensory profile to satisfy the wants and needs of the consumer in the dynamic market. Explain how sensory stimuli of a particular food product are contributing to improve value addition process in terms of consumer point of view.

(30 marks)

2. Assumed that you have been employed by a leading food processing industry to introduce new food products for the production line, because the employer is interested in producing supplementary products locally for popular foreign brands. Sensory evaluation of these food products is an integrated part of product development process. Explain how you would select a sensory panel, trained them and create an appropriate environment for the sensory evaluation.

(30 marks)

3. Briefly explain the following:

- i. Non parametric sensory properties of sensory evaluation.
- ii. Graphic scales are important for the improvement of sensory profiles of competitive food products.
- iii. Food has the capacity to satisfy social as well as psychological needs of the consumer.
- iv. Vocabulary development is an integral part of training of a sensory panel.

(30 marks)