

## 27 Multiple choice questions

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1. any substance added to a food, not normally consumed as a food by itself and not normally used as a typical ingredient of food
  - a. contraction
  - b. food additive
  - c. opportunities
  - d. automation
2. broad external environment that influences a company and is largely out of the company's control, such as the level of interest rates
  - a. macro-environment
  - b. marketplace
  - c. micro-environment
  - d. automation
3. include economic, political, ecological and technological issues that affect food product development; they are also referred to as the macro-environment and are often beyond the manufacturer's control
  - a. threats
  - b. external factors
  - c. internal factors
  - d. extrusion
4. occurs in the economic cycle with similar but less severe effects to those during periods of recession
  - a. automation
  - b. expansion
  - c. extrusion
  - d. contraction
5. putting processes in place within an organisation to guarantee the standards achieved during processing; part of the total quality management plan of an organisation
  - a. multinationals
  - b. vegetarian
  - c. public company
  - d. quality assurance

6. the internal environment that influences a company and its ability to meet customer needs; the micro-environment is made up of forces that are within the company's control such as the level of staff training or the sophistication of production facilities
  - a. expansion
  - b. macro-environment
  - c. recession
  - d. micro-environment
7. occurs in the economic cycle when consumers have more money to spend, can eat at better restaurants and try new products
  - a. threats
  - b. SWOT
  - c. boom
  - d. tariff
8. the advantages that a company, or a new product concept, has over its competitors
  - a. threats
  - b. strengths
  - c. SWOT
  - d. weaknesses
9. occurs when the economy grows in terms of production, employment opportunities an introduction of new products; levels of prosperity increase and more items, including higher value foods, become accessible to consumers
  - a. extrusion
  - b. contraction
  - c. expansion
  - d. recession
10. a tax imposed on imported goods
  - a. vegetarian
  - b. threats
  - c. tariff
  - d. boom
11. a person who does not eat meat, poultry or fish
  - a. tariff
  - b. extrusion
  - c. vegetarian
  - d. recession

12. an independent statutory agency that works with the government to achieve a safe food supply by developing food standards and codes of practice, and standardising food law
  - a. multinationals
  - b. food additive
  - c. quality assurance
  - d. Food Standards Australia New Zealand (FSANZ)
13. a company whose shares are not traded publicly
  - a. automation
  - b. public company
  - c. vegetarian
  - d. private company
14. an acronym of its components: strength, weaknesses, opportunities and threats
  - a. threats
  - b. boom
  - c. tariff
  - d. SWOT
15. factors that will disadvantage the success of a company in its new product development and marketplace launch activities
  - a. SWOT
  - b. threats
  - c. strengths
  - d. tariff
16. indicate whether there is a market for the new product
  - a. strengths
  - b. contraction
  - c. opportunities
  - d. food additive
17. a company that is listed on the Australian Stock Exchange; it means that the general public can buy and sell shares in that company
  - a. private company
  - b. automation
  - c. quality assurance
  - d. public company

18. large companies whose businesses and operations are spread around the world
  - a. contraction
  - b. multi-skilled
  - c. multinationals
  - d. automation
19. refers to the provision of training and experience which will allow employees to perform a range of different tasks
  - a. multinationals
  - b. extrusion
  - c. multi-skilled
  - d. automation
20. describes a food that contains a material derived from an organism that has had its genetic material that has had its genetic material altered in some way other than by conventional breeding
  - a. genetically modified
  - b. multi-skilled
  - c. vegetarian
  - d. genetic engineering
21. a method of production that relies on mechanical or electronic technologies as a replacement for human labour
  - a. vegetarian
  - b. contraction
  - c. automation
  - d. extrusion
22. include personal expertise, production facilities, financial position and company image which impact on food product development; they are also referred to as the micro-environment and are within the manufacturer's control
  - a. internal factors
  - b. external factors
  - c. threats
  - d. contraction
23. disadvantages associated with a new product idea for a company considering its introduction to the marketplace
  - a. weaknesses
  - b. recession
  - c. strengths
  - d. extrusion

24. a method of processing where a viscous liquid is forced through a narrow opening and becomes a solid in the shape of the opening
- a. automation
  - b. extrusion
  - c. recession
  - d. expansion
25. occurs when the economy of a country declines, resulting in less disposable income, lower capacity to pay for goods and services, and decreased employment
- a. recession
  - b. expansion
  - c. extrusion
  - d. vegetarian
26. the location where goods are presented to consumers for sale
- a. threats
  - b. tariff
  - c. vegetarian
  - d. marketplace
27. involves incorporation of genetic material from one organism into another to develop living organisms with more desirable characteristics
- a. genetically modified
  - b. genetic engineering
  - c. recession
  - d. vegetarian