27 Multiple choice questions

1. any substance added to a food, not normally consumed as a food by itself and not normally used as an ingredient of food
   a. contraction
   b. CORRECT: 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. CORRECT: 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. CORRECT: 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. CORRECT: 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. CORRECT: 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. CORRECT: micro-environment

7. occurs in the economic cycle when consumers have more money to spend, can eat at batter restaurants and try new products
   a. threats
   b. SWOT
   c. CORRECT: boom
   d. tariff

8. the advantages that a company, or a new product concept, has over its competitors
   a. threats
   b. CORRECT: 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. CORRECT: expansion
   d. recession
10. a tax imposed on imported goods
   a. vegetarian
   b. threats
   c. CORRECT: tariff
   d. boom

11. a person who does not eat meat, poultry or fish
   a. tariff
   b. extrusion
   c. CORRECT: 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. CORRECT: Food Standards Australia New Zealand (FSANZ)

13. a company whose shares are not traded publicly
   a. automation
   b. public company
   c. vegetarian
   d. CORRECT: private company

14. an acronym of its components: strength, weaknesses, opportunities and threats
   a. threats
   b. boom
   c. tariff
   d. CORRECT: SWOT
15. factors that will disadvantage the success of a company in its new product development and marketplace launch activities
   a. SWOT
   b. CORRECT: threats
   c. strengths
   d. tariff

16. indicate whether there is a market for the new product
   a. strengths
   b. contraction
   c. CORRECT: 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. CORRECT: public company

18. large companies whose businesses and operations are spread around the world
   a. contraction
   b. multi-skilled
   c. CORRECT: 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. CORRECT: multi-skilled
   d. automation
20. describes a food that contains a material derived from an organism that has had its genetic material altered in some way other than by conventional breeding
   a. **CORRECT:** 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. **CORRECT:** 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. **CORRECT:** 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. **CORRECT:** 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. **CORRECT:** 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. CORRECT: 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. CORRECT: marketplace

27. involves incorporation of genetic material from one organism into another to develop living organisms with more desirable characteristics
   a. genetically modified
   b. CORRECT: genetic engineering
   c. recession
   d. vegetarian