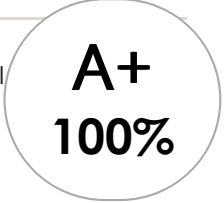


17 Multiple choice questions



A+
100%

1. 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. functional foods
 - c. shelf-life
 - d. me-too products

2. direct copies, or minor modifications, of existing products
 - a. market segments
 - b. **CORRECT: me-too products**
 - c. new-to-the-world products
 - d. hydroponics

3. 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. line extensions
 - b. **CORRECT: extrusion**
 - c. hydroponics
 - d. space food

4. eggs from hens that are allowed to remain in the open some of the time rather than being kept constantly in battery cages
 - a. market segments
 - b. functional foods
 - c. line extensions
 - d. **CORRECT: free range eggs**

5. the independence of people throughout the world; the breaking down of barriers to create a unified global community
 - a. space food
 - b. **CORRECT: globalisation**
 - c. extrusion
 - d. shelf-life

6. a method for growing plants in nutrient solutions rather than in the ground with irrigation
 - a. shelf-life
 - b. me-too products
 - c. **CORRECT: hydroponics**
 - d. extrusion

7. involve relatively minor changes to a company's existing products by incorporation of such features as new flavours, packaging and serving sizes
 - a. **CORRECT: line extensions**
 - b. hydroponics
 - c. extrusion
 - d. free range eggs

8. agricultural production system with limited or no use of synthetic pesticides and fertilisers
 - a. **CORRECT: organic farming**
 - b. active packaging
 - c. space food
 - d. globalisation

9. completely new and different products that have not been on the market before
 - a. hydroponics
 - b. **CORRECT: new-to-the-world products**
 - c. functional foods
 - d. me-too products

10. specifically developed food for consumption by astronauts during space missions
 - a. functional foods
 - b. extrusion
 - c. **CORRECT: space food**
 - d. shelf-life

11. traces the growth, stationary and decline phases of a product's sales revenue history
 - a. shelf-life
 - b. **CORRECT: product life cycle**
 - c. Food Standards Code
 - d. market segments

12. foods that surpass the basic nutrients found in foods that have proven health benefits
 - a. free range eggs
 - b. **CORRECT: functional foods**
 - c. me-too products
 - d. space food

13. sets out conditions that must be met before food is sold; the Code was developed and is maintained by FSANZ in partnership with the governments of Australia and New Zealand
 - a. free range eggs
 - b. functional foods
 - c. **CORRECT: Food Standards Code**
 - d. product life cycle

14. the expected length of time a food will maintain its best quality
 - a. space food
 - b. hydroponics
 - c. extrusion
 - d. **CORRECT: shelf-life**

15. food packaging designed to modify the atmosphere within the package in order to increase the product's shelf-life
- CORRECT: active packaging**
 - line extensions
 - organic farming
 - free range eggs
16. occurs when either the starting atmosphere surrounding food is controlled and the packaging is inert or the packaging material itself controls the movement of gases from inside and outside of the package
- CORRECT: modified atmosphere packaging (MAP)**
 - free range eggs
 - Food Standards Code
 - active packaging
17. categorise Australian consumers into different groups by criteria including age, economic status and cultural tradition
- CORRECT: market segments**
 - line extensions
 - me-too products
 - free range eggs