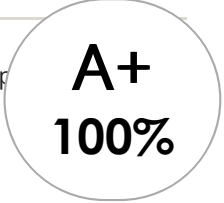


27 Multiple choice questions



A+
100%

1. any substance added to a food, not normally consumed as a food by itself and not normally used as 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 better 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
- vegetarian
 - threats
 - CORRECT: tariff**
 - boom
11. a person who does not eat meat, poultry or fish
- tariff
 - extrusion
 - CORRECT: vegetarian**
 - 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
- multinationals
 - food additive
 - quality assurance
 - CORRECT: Food Standards Australia New Zealand (FSANZ)**
13. a company whose shares are not traded publicly
- automation
 - public company
 - vegetarian
 - CORRECT: private company**
14. an acronym of its components: strength, weaknesses, opportunities and threats
- threats
 - boom
 - tariff
 - CORRECT: SWOT**

15. factors that will disadvantage the success of a company in its new product development and marketplace launch activities
- SWOT
 - CORRECT: threats**
 - strengths
 - tariff
16. indicate whether there is a market for the new product
- strengths
 - contraction
 - CORRECT: opportunities**
 - 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
- private company
 - automation
 - quality assurance
 - CORRECT: public company**
18. large companies whose businesses and operations are spread around the world
- contraction
 - multi-skilled
 - CORRECT: multinationals**
 - automation
19. refers to the provision of training and experience which will allow employees to perform a range of different tasks
- multinationals
 - extrusion
 - CORRECT: multi-skilled**
 - 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
- CORRECT: genetically modified**
 - multi-skilled
 - vegetarian
 - genetic engineering
21. a method of production that relies on mechanical or electronic technologies as a replacement for human labour
- vegetarian
 - contraction
 - CORRECT: automation**
 - 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
- CORRECT: internal factors**
 - external factors
 - threats
 - contraction
23. disadvantages associated with a new product idea for a company considering its introduction to the marketplace
- CORRECT: weaknesses**
 - recession
 - strengths
 - 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
- automation
 - CORRECT: extrusion**
 - recession
 - 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
- CORRECT: recession**
 - expansion
 - extrusion
 - vegetarian
26. the location where goods are presented to consumers for sale
- threats
 - tariff
 - vegetarian
 - CORRECT: marketplace**
27. involves incorporation of genetic material from one organism into another to develop living organisms with more desirable characteristics
- genetically modified
 - CORRECT: genetic engineering**
 - recession
 - vegetarian