

**CORK INSTITUTE OF TECHNOLOGY
INSTITIÚID TEICNEOLAÍOCHTA CHORCAÍ**

Autumn Examinations 2015

Module Title: Product and Process Development

Module Code: BIOL 8005

School: Science

Programme Title(s): Bachelor of Science (Honours) in Nutrition and Health Science
Bachelor of Science (Honours) in Herbal Science

Programmes Code(s): CR_SHERB_8_Y4, CR_SNHSC_8_Y4

External Examiner(s): Prof. Olivia Corcoran

Internal Examiner(s): Eddie Fitzgerald

Instructions: Answer any four questions. All questions carry equal marks.

Duration: 2 hours

Sitting: Autumn 2015

Requirements for this examination:

Note to Candidates: Please check the Programme Title and the Module Title to ensure that you have received the correct examination. If in doubt please contact an Invigilator.

- Q1. Discuss the importance of change control in healthcare and food product manufacturing operations.
- Q2. Describe your understanding of how groups function and outline you would manage a group convened for the purpose of product development or product improvement in a food or healthcare product manufacturing company.
- Q3. What is your understanding of health and wellness and the role of products and therapies in maintaining health and preventing disease?.
- Q4. Describe the importance of advertising and promotion in assisting the adoption of a new or innovative product or process.
- Q5. Discuss how Maslow's hierarchy of needs can be used to assess the human needs which fuel the demand for a product or service.
- Q6. Discuss the use of Key Performance Indicators in assessing a healthcare therapy.