

**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.