CLASS – XII

HOMESCIENCE

ASSIGNMENT

PROJECT WORK

Date: 24/06/2020

Q.1. Market survey any five processed foods with their packaging and label information

Note: Do it in A4 size file

Questionnaire attached below for Market Survey. Do any five product of any Company. You have to attach the Questionnaire in the file after you receive the response from Target Audience. Whoever you will be giving this questionnaire you should mention the Brand name and products name.

Analysis format is also attached. After filling up the table then prepare the analysis report based on response received from Target Audience.

QUESTIONNAIRE

MARKET SURVEY ON THE PACKAGING AND LABEL INFORMATION OF PROCESSED FOOD

BRAND :

Name of the Products considered:

Name of the Consumer: _____

Occupation:_____

Age: _____

Gender :

Level of Education :_____

Monthly Income (in Rs.): < than 10,000 / 10,000-20,000 / 20,000 – 30,000 / 30,000-40,000/ > than 40,000

Q.1. Have you ever used this processed food?

A.1. _____

Q.2. Why you like to purchase the processed food?

A.2._____

Q.3. Which is your point of attraction? (label/ Quality/ Easy to prepare/ readymade)

A.3._____

Q.4. Which products you have used out of these five (mention the products name ?

A.4._____

Q.5. Which of the following information you consider the most essential one a label should have ?

a) List of ingredients of the contents of the food

Most important ☐

Somewhat important ☐

Less important ☐

Not important ☐

b) Nutritional information

Most important ☐

Somewhat important ☐

Less important ☐

Not important ☐

c) Net weight

Most important ☐

Somewhat important ☐

Less important ☐

Not important ☐

d)Country of Origin

Most important ☐

Somewhat important ☐

Less important ☐

Not important ☐

e)Instructions for Use :

Most important ☐

Somewhat important ☐

Less important ☐

Not important ☐

f) Health warnings :

Most important ☐

Somewhat important ☐

Less important ☐

Not important ☐

Q.6. When you go for purchasing the product which point you generally check in the label ?

A.6._____

Q.7. Do you think improvement in the labelling and packaging can change the sales figure?

A.7. _____

Q.8. To you how much important is labelling o packaging of the product

A.8.

Q.9. Did you ever feel attracted towards any new product by seeing the label and packaging ?

A.9._____

Q.10. What is the speciality about the product you would like to mention fore the reason behind your consumption?

A.10._____

Fill up these two tables based on the interview taken

Table 1

		Percentage
Gender (Male/Female)	Eg. Male	
Age Group	e.g. 30-40	
Level of Education	e.g.Graduate	
Occupation	e.g. Govt Sector	
Monthly income		

Table 2

Label Facts	Most important(in %)	Somewhat important(in %)	Less important(in %)	Not important (in %)
a) List of ingredients of the contents of the food				
b) Nutritional information				
c) Net weight				
d) Country of Origin				
e) Instructions for Use				
f)) Health warnings				