

**BOWEN UNIVERSITY, IWO  
COLLEGE OF HEALTH SCIENCES  
NUTRITION AND DIETETICS PROGRAMME  
2023/2024 FIRST SEMESTER EXAMINATION**

**COURSE CODE: NTD 317**

**COURSE TITLE: ENTREPRENEURSHIP IN  
NUTRITION AND DIETETICS**

**CREDIT UNIT: 2**

**TIME: 2 HOURS**

**INSTRUCTION: ANSWER TWO QUESTIONS ONLY  
FROM EACH SECTION**

**SECTION A**

- |    |    |   |                 |
|----|----|---|-----------------|
| 1. | a. | List and explain four innovations used in nutrition and dietetics   | <b>10marks</b>  |
|    | b. | Explain the term product development  | <b>3.5marks</b> |
|    | c. | Mention four types of product development   | <b>4marks</b>   |
| 2. | a. | Discuss four stages of products developments  | <b>10marks</b>  |
|    | b. | Mention five challenges of products development   | <b>5marks</b>   |
|    | c. | Explain the term food fortification   | <b>2.5marks</b> |
| 3. | a. | Explain the following terms:  |                 |
|    |    | i. Biofortification   | <b>2.5marks</b> |
|    |    | ii. Enrichment  | <b>2.5marks</b> |
|    | b. | Mr. Wale is a diabetic patient and need your help to plan a menu in the management is his conditions. Mention five necessary things required in planning an adequate menu | <b>10marks</b>  |
|    | c. | Why is patency important in product development?  | <b>2.5marks</b> |

**SECTION B**

- |    |    |  |                 |
|----|----|--|-----------------|
| 4. | a. | List and discuss in details five primary role of a dietetic professional.  | <b>10marks</b>  |
|    | b. | Mention three professional expectations of a dietetic professional.  | <b>4.5marks</b> |
|    | c. | Mention two entrepreneurial mindset of a dietetic professional.  | <b>3marks</b>   |
| 5. | a. | Discuss a business idea relating to nutrition and dietetics you can implement.   | <b>10marks</b>  |
|    | b. | Explain its Profitability  | <b>4.5marks</b> |
|    | c. | Demonstrate your self-reliance skills  | <b>3marks</b>   |
| 6. |    | Develop a business plan for the business idea identified in question 5 above by discussing the following elements in the plan: |                 |
|    | a. | Target market  | <b>6marks</b>   |
|    | b. | Production cost  | <b>6marks</b>   |
|    | c. | Marketing plan   | <b>5.5marks</b> |