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**Question 26** (9 marks)

- (a) Identify THREE external factors that affect food product development, and give a relevant example for each. 3

<u>External factor</u>	<u>Example</u>
Consumer	not getting what they ask for.
Government	not following rules so must terminate the product.
Product	to find the ingredients for the product.

Question 26 continues on page 16

Question 26 (continued)



- (b) How does the food industry adjust its pricing structures in response to changes in the economy?

6

Food Companies Adjust their Pricing by seeing how much of their product is being sold over a certain period of time and then over how many years.

~~It also~~ they also have to see how much laboring is going to cost.

After all this research is complete they can determine whether they are going to reduce the price of the product or hold the same price.

End of Question 26