FREQUENTLY ASKED QUESTIONS:

1. How does colour perception takes place ?

Ans: Light entering the lens of the eye is focused on the retina, where nods and cones convert it to neural impulses which travel to the brain via the optic nerve. Then the brain interprets the perception into response in the form of colour perception.

2.What are the equipment used for colour measurement ?

Ans: Lovibond Tintometer, Munsell colourimeter, Hunter colourmeter based on CIE system.

3.Is colour judgement by human eye and instrumental values are comparable? Ans: Yes the judgments are comparable

4.Does colour perception effected by gloss and texture of a surface?Ans: Yes, gloss and texture of a surface effect the colour perception. Gloss has specular reflection and diffuse reflection for cloudy or opaque or dull texture.

5.Is colour playing an important factor in deciding the acceptance of a food?Ans: Food is accepted for its good colour. Colour measurement lies in product development and quality control which directly affects consumer accectptibility. Purchase decision is dependent on the colour and appearance of the product.

6.What are Lab values?

Ans: The parameter "L" represents Lightness (or Brightness), "a" indicates redness when positive and greenness when negative."b" indicates yellowness when positive and blueness when negative.



7.Explain tristimulus value?

Ans: Primary colours such are red, green and blue. The relative amount of these primary colours are required to match a given colour and is called as tristimulus value.

8.Define the colour attributes as defined by Hunter?

Ans: The basic color attributes as defined by hunter (1991) are:

- **Brightness:** the attribute of a visual sensation according to which an area appears to exhibit more or less light
- **Hue:** The attribute of a visual sensation according to which an area appears to be similar to one, or proportions of two, of the perceived color red, yellow, green and blue.
- **Colorfulness:** The attribute of a visual sensatiom according to which an area appears to exhibit more or less of its hue.
- Lightness: The brightness of an area judged in proportion to the brightness of a similarly illuminated area that appear to be white or highly transmitting(strong and weak)
- **Chroma:** the colorfulness on area judged in proportion to its brightness of a similarly illuminated area that appear to be white or highly transmitting (strong and weak)

• **Saturation:** The colorfulness of an area judged in proportion to its brightness. These six attributes will be quite useful in describing and quantifying the color of any product with regard to the environment.

9.Can colour blind panelists be in the trained sensory panel?

Ans: No, colour blind people cannot be in the sensory panel.

10.Does color change in the food mean food deterioration?Ans: Yes, food deterioration is usually accompanied by discoloration of food.

11.Does color and appearance decide the repeat purchase? **Ans**: Yes.

12. Which part of the eye carries the color information to the brain?

Ans: Optic nerve is the part of the eye that carries the colour information to the brain.