

02193

**MASTER OF SCIENCE (DIETETICS AND  
FOOD SERVICE MANAGEMENT)**

**Term-End Examination**

**June, 2012**

**MFN-007 : ENTREPRENEURSHIP AND  
FOOD SERVICE MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.*

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1. (a) Define Management. 3
- (b) What does the following term mean ? 7
- (i) MBO
- (ii) JIT
- (iii) HACCP
- (iv) 4 'P'
- (v) Commissary food service
- (vi) Formal purchase
- (vii) Modular equipment.
- (c) Explain the following terms in 2-3 sentences each. 2x5=10
- (i) Braising
- (ii) Standardising recipe
- (iii) Job Specification
- (iv) Process chart
- (v) Profit and loss statement

2. (a) Trace the evolution of Management Approaches 6
- (b) Describe a management approach best suited for a food service unit. 8
- (c) Enlist the tools of management that will help manage the personnel well. 6
  
3. A business enterprise is best designed to cater to the needs of the clientele. Justify the statement by :
  - (a) Stating how you will select the clientele. 7
  - (b) How you would design the product ? 7
  - (c) Listing the promotional techniques that would be used to market the product. 6
  
4. (a) The menu is the heart of all operations. Explain. 10
- (b) Describe the different types of menu that are offered in commercial food service units. 5
- (c) What are the methods used for pricing a product ? 5
  
5. (a) Enumerate the factors that have to be considered while planning a layout for a food service unit. 7
- (b) Suggest the process by which a well planned layout is designed. 7
- (c) What are the indicators of an ill planned layout ? 6

6. (a) What are the determinants for choosing the right mode of delivery system ? 5
- (b) Suggest and explain the delivery system that can be used for : 3+3+3
- Hospital
  - College hostel mess
  - Mid day meal in schools
- (c) Suggest good portion control for the institutions mentioned above. 2+2+2
7. Personnel Management involves both manpower planning and placement. In this context :
- (a) Enumerate the factors that help plan manpower. 6
- (b) Methods used to get the best candidate for the job. 6
- (c) Role of Orientation and Training. 8
8. Write short notes on *any four* of the following :
- (a) Characteristics of a good entrepreneur 5+5+5+5
- (b) 3 'E' of safety
- (c) Measures to enforce sanitation
- (d) Food purchase methods
- (e) Techniques used in quantity cookery