

**MASTER OF SCIENCE (DIETETICS AND
FOOD SERVICE MANAGEMENT)
(M.Sc. (DFSM))**

Term-End Examination

June, 2017

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

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Question No.1 is compulsory.*
(ii) *Answer five questions in all.*
(iii) *All questions carry equal marks.*

1. (a) Give one example for each of the following : 5
- (i) Method of Cooking.
 - (ii) Type of food service.
 - (iii) Type of delivery system.
 - (iv) Type of menu.
 - (v) Function of a manager.
- (b) Expand the acronym : 5
- (i) MBO
 - (ii) JIT
 - (iii) TQM
 - (iv) HACCP
 - (v) PFA

- (c) Match the management approaches (B) with the personality (A) : 5

A		B	
(i)	Peter Ducker	(A)	Scientific Management
(ii)	Juran	(B)	Human Relation
(iii)	Mc Gregor	(C)	Classical
(iv)	Taylor	(D)	TQM
(v)	Henri Fayol	(E)	X and Y theory

- (d) Match List - A with List - B. 5

List - A		List - B	
(i)	Fish diagram	(A)	Method of cooking
(ii)	FIFO	(B)	Method of service
(iii)	Braising	(C)	Method of storage
(iv)	Invoice	(D)	Method of delivery
(v)	Gueridon	(E)	Method of problem solving.

2. Differentiate between the following sets of term :
- (a) Commercial and non-commercial establishments. 5+5+5+5
 - (b) Centralized and decentralized delivery system.
 - (c) Creativity and Innovation process.
 - (d) Scientific and Contingency approach of management.
3. (a) Explain System Approach. 5
- (b) Justify the "system approach as best suited for food service units. 10
- (c) Suggest two new management approaches that can be adopted by a food service establishment. 5

4. (a) "Menu is the heart of all operations" - Explain the statement. 5
- (b) Discuss the factors affecting menu planning in a college Hostel Mess. 10
- (c) State the importance of standardized recipes and production schedule. 5
5. (a) Define Entrepreneurship. 5+5+5+5
- (b) What are the qualities that are essential in an entrepreneur ?
- (c) Why should a market survey be done before starting an enterprise ?
- (d) What are the conditions that are essential in obtaining a licence ?
6. (a) Why is induction of an employee is important in a food service unit ? 5
- (b) What are the factors that necessitates training of workers in a food establishment ? 5
- (c) Discuss the steps involved in the process of training. 10
7. (a) Why is budget important in controlling Cost ? 5
- (b) What are the pertinent records that have to be maintained in a food service unit ? 5
- (c) Discuss the factors that affect Food Cost. 10
8. Write short notes on **any four** of the following :
- (a) Criteria for selecting equipment. 4x5=20
- (b) Methods of pricing the product.
- (c) Strategy to ensure safety in food Service unit.
- (d) Methods of recipe adjustments.
- (e) Modes of transmission of food borne. disease in catering units.
- (f) Selection techniques for employee.