

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

Term-End Examination

December, 2017

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

Time : 3 hours

Maximum Marks : 100

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

1. (a) Give one example for each of the following : 5
- (i) Menu
 - (ii) Management approach
 - (iii) Leadership style
 - (iv) Specialised delivery system
 - (v) Barrier of communication
- (b) Expand the acronym : 5
- (i) FPO
 - (ii) BHC
 - (iii) OR
 - (iv) BIS
 - (v) UHTS

- (c) Match the resource with the tool. 5
- | Resource | Tool |
|-----------------|-------------------|
| (i) Money | (a) Bain Marie |
| (ii) Material | (b) Work Schedule |
| (iii) Manpower | (c) Budget |
| (iv) Minutes | (d) Recipe |
| (v) Machine | (e) Interview |
- (d) State the area of operation where the following is used. 5
- (i) Process chart
 - (ii) Cash book
 - (iii) Specification
 - (iv) Buffet
 - (v) Iodophores
2. Differentiate between the following sets of terms :
- (a) Job specification and Job description 5
 - (b) Work simplification and Work enrichment 5
 - (c) Gueridon and Gannymede service 5
 - (d) Commissary and cook and chill system 5
3. (a) Give two definitions of Management 5
- (b) Trace the evolution of Management Approaches 10
- (c) Explain system Approach 5
4. (a) What are the characteristics of a good menu ? 5
- (b) Enumerate the different types of menu with illustrations. 10
- (c) How would you check that the menu is well planned ? 5

5. (a) Justify the need for entrepreneurship in food service management. 5
(b) Enlist the qualities of an entrepreneur. 5
(c) How would you develop a business plan ? 10
6. (a) "Manpower planning involves employment process". Explain the statement. 5
(b) What are the staff recruitment and selection techniques to be adopted to induct a good employee ? 10
(c) How would you help develop a good worker ? 5
7. (a) Enumerate the factors affecting food cost. 10
(b) Explain the methods used for pricing the product. 5
(c) What is a standardised recipe ? Give its significance. 5
8. Write short notes on **any four** of the following :
- (a) Market Mix 5+5+5+5=20
(b) Performance Appraisal
(c) Labour Laws
(d) Leadership Styles
(e) Service Equipment
(f) Safeguard in Food Production
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