

**MASTER OF SCIENCE (DIETETICS AND
FOOD SERVICE MANAGEMENT)****Term-End Examination****December, 2010****MFN-007 : ENTREPRENEURSHIP AND
FOOD SERVICE MANAGEMENT***Time : 3 hours**Maximum Marks : 100*

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

1. (a) Explain in 2 - 3 sentences each : 10
- (i) A la carte menu.
 - (ii) Prospectus.
 - (iii) Douglas McGregor Theory.
 - (iv) Combination method of Cooking.
 - (v) HACCP.
- (b) Differentiate between : 10
- (i) Physical and perpetual inventory.
 - (ii) Plate and buffet service.
 - (iii) Production schedule and work schedule.
 - (iv) Centralised and Decentralised delivery systems.
 - (v) Food poisoning and food infection.

2. (a) Who is an entrepreneur ? How would you as an entrepreneur market your catering enterprise ? 10
- (b) What are the 4 'P' of marketing ? 10
3. (a) How would you classify the management theories ? Explain briefly each theory. 15
- (b) Why is planning considered a prime function in developing a food service establishment ? 5
4. (a) How would you ensure wise selection of personnel ? 12
- (b) Suggest certain tools of management that are used for managing the personnel. 8
5. (a) Discuss the factors affecting menu planning. 10
- (b) State the importance of standardised recipes and portion control. 5
- (c) Suggest appropriate delivery systems for a hospital. 5
6. (a) What do you understand by 3 E's of safety ? 10
- (b) Suggest the type of equipment needed for a cafeteria ; and indicate the criteria used for its selection. 10

7. (a) A good cost control system is essential in any food service unit - Justify. 10
- (b) What are the benefits and challenges of using the following food service systems : 5+5
- conventional
 - ready prepared

8. Write short notes on any four of the following : 5+5+5+5

- (a) Orientation program for a new employee.
 - (b) Check list for sanitation measure in a kitchen.
 - (c) Information on the label of a processed product/food.
 - (d) Communication tools for customers visiting your unit.
 - (e) Open market buying.
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