

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

Term-End Examination

June, 2011

**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) List the six functions of any food service management. 3
- (b) Give one example for each of the following. 7
- (i) Marketing skills required for entrepreneurs
 - (ii) Types of menu
 - (iii) Mode of purchasing
 - (iv) Dry heat method of cooking
 - (v) Mechanical processing equipment
 - (vi) Storage records
 - (vii) Approaches to Leadership

- (c) Explain the following in 2-3 sentences each **10**
- (i) Process analysis
 - (ii) Work design
 - (iii) Danger zone
 - (iv) Quality assurance
 - (v) Job enrichment
2. Explain the following briefly giving examples. **5+5+5+5**
- (a) Recent trends in the food service industry.
 - (b) Market survey an important tool to start a food service unit.
 - (c) Systems approach in food service management.
 - (d) Controlling a specialized multifaceted function of management.
3. (a) Briefly discuss the systematic process you will adopt for designing an effective layout for a food service unit you are planning to set-up. **10**
- (b) "Evaluation of a plan is undertaken to ensure work relationship, flow of work, energy and time management. "Comment on the statement giving appropriate justification. **10**

4. (a) Discuss the functions and basic need for planning a menu in a food service unit. 6
- (b) As a food service manager what methods of purchasing would you adopt to obtain different items included in your menu ? Explain briefly. 7
- (c) Production forecasting and production scheduling are two key component of food service management system. Explain how ? 7
5. (a) What is a standardized Recipe ? Discuss its relevance to production control. 6
- (b) List the nine critical control points in a food service operation. Enlist the quality control measures you would adopt to ensure safety in food service operation. 3+3
- (c) Enlist the records necessary for a catering unit. Briefly enumerate the records one should maintain for strict control in the store area. 4+4
6. (a) Differentiate between the conventional and the commissary food service system giving examples. 10
- (b) How does the airline food service system differ from the food service system followed in Railways. Explain. 5

- (c) Discuss the centralized and the decentralized meal assembly system in a health care facility. 5
7. (a) Discuss the concept of staff scheduling with the help of an example. 6
- (b) What are the different sources by which you can recruit individuals ? Briefly explain the steps in the selection process. 2+6
- (c) What are organization charts ? Explain the concept of vertical, horizontal and line and staff division of labour using an organisation chart of a canteen or a dietetic department. 6
8. Write short notes on any *Four* of the following. 4x5=20
- (a) General care and maintenance of equipment in a food service unit.
- (b) Cleaning agents used for maintaining plant cleanliness and sanitation
- (c) Ways of training employees of a food service unit.
- (d) Responsibilities of a dietitian in a food service establishment
- (e) General rules for hygienic storage, handling and transportation of food.
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