


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December, 2022

Course: Organization and Administration of Food Service

Semester: Vth

Program: B.Sc (Food, Nutrition and Dietetics)

Time : 03 hrs

Course Code: HSND3004

Max. Marks: 100

Instructions: All Questions are compulsory

SECTION A

S. No.	MCQs or Fill in the blanks (1.5 marks each)	30 Marks	CO
1	Define the term 'Institutional food management'.	1.5	CO1
2	'SWOT' stands for:	1.5	CO1
3	A la carte is a French phrase which means _____.	1.5	CO2
4	List any two examples of fixed menu.	1.5	CO2
5	Recall the significance of menu planning.	1.5	CO2
6	Explain Franchiser and Franchisee relationship.	1.5	CO3
7	Name any 2 functions of management in food service organization.	1.5	CO3
8	Define the term 'management' according to 'John R. Walker'.	1.5	CO3
9	Du jour is a French phrase which means _____.	1.5	CO3
10	Name any two component of costing.	1.5	CO4
11	Restaurant comes from the latin word 'restaurare' which means _____.	1.5	CO4
12	Drive in restaurants are also known as _____.	1.5	CO4
13	List any two importance of Food service industry.	1.5	CO4
14	What is an ala carte menu?	1.5	CO5
15	What is pay back method in context of financial management?	1.5	CO5
16	Define the term 'Cost control'.	1.5	CO5
17	KFC stands for:	1.5	CO5
18	A happy meal is especially tailored for children, sold at a fast food chain _____.	1.5	CO5
19	State any 2 disadvantage of Table d hote menu.	1.5	CO5

20	State any two example of commercial food service institution.	1.5	CO5
SECTION B 20 marks 4 questions 5 marks each			
Q	Short Answer Type Question (5 marks each)	20 Marks	CO
1	What are the factors, which differentiate between cuisines from different countries?	5	CO1
2	Can you distinguish between commercial and non-commercial food service institutions, with the help of suitable examples.	5	CO2
3	What is goal setting and how does it impact the success of any food service institution? Justify with the help of suitable example.	5	CO4
4	Highlight the characteristics of food service institutions which differentiates them and their management from those of other industries.	5	CO5
SECTION C 30 marks			
Q	Two case studies 15 marks each subsection	30 Marks	CO
1	<p>Food is a very integral part of any culture. Different cuisine gives us an enormous insight into the culture, as it sheds light on the history of the area, cooking techniques and regions indigenous crops. Food has now been known as an important component of imperceptible heritage. UNESCO has also attributed gastronomy as a part of their Intangible Heritage List. Cuisines talks about tradition, taboos, beliefs, rituals, interiors and influence of globalization being followed by the service provider that is being apparent in quality, quantity, varieties, taste, neatness and behaviour of service staffs as these factors lead to customer satisfaction for paid prices.</p> <p>a) What make one cuisine different from another? (5) b) Explain the characteristics of Indian cuisine with suitable examples. (5) c) How is Thai cuisine different from Chinese cuisine? Construct a menu offering Thai cuisine along with Chinese cuisine, make proper demarcation for both in the menu. (5)</p>	15	CO1
2	<p>Dinner Lab was a famous US based food start -up by three friends Brian Bordainick, Francisco Robert, Zach Kupperman . It offered a culinary experience with a group of strangers in an unusual place. They had \$10M funding when they entered the food business. With time they faced several problems, including the diner's timing and had to shut down within 5yrs of span. They had 8 – 10 employees, eventually they all lost job.</p> <p>a) According to you what could be the possible reason for the failure of Dinner Lab. (7) b) If you are provided with sufficient funds, how would you plan a successful business model. (8)</p>	15	CO2
SECTION- D 20 marks			

Q	Long Answer type Questions (10 marks each)	20 Marks	CO
1	How does financial and personnel management help any food service organization to grow? (5). Discuss the key element for both types of management. (5)	10	CO4
2	What are the principles of Food preparation and food purchasing? (5) Discuss the different methods of food purchasing. (5)	10	CO5