

Branch - **CLINICAL NUTRITION AND DIETETICS****FOOD SERVICE MANAGEMENT AND ENTREPRENEURSHIP**

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Identify the process of checking quality and quantity of food materials at the time of delivery. (i) Receiving (ii) Storing (iii) Issuing (iv) Purchasing	K1	CO1
	2	Infer the primary objective of food control in commissary food service systems (i) Increase food cost and profit (ii) Reduce food purchasing cost (iii) Efficient use of resources and minimize wastage (iv) Increase menu variety and food distribution	K2	CO1
2	3	Indicate the first stage in determining equipment requirements in food service. (i) Purchase of equipment (ii) Identification of menu and production needs (iii) Care and maintenance planning (iv) Staff training	K1	CO2
	4	In a HACCP plan, find the step, where contamination risk is high and control is essential. (i) Critical Control Point (ii) Hazard stage (iii) Monitoring point (iv) Processing unit	K2	CO2
3	5	Define financial planning. (i) Organizing balance sheets (ii) Preparing all bills (iii) Recording daily transactions and PoS (iv) Forecasting income and expenditure	K1	CO3
	6	Which approach is used to achieve food cost control in institutional food service? (i) Increase customer satisfaction (ii) Standardize recipes and control wastage (iii) Maintain proper inventory (iv) purchase wholesale raw materials	K2	CO3
4	7	Find the key competency required for entrepreneurs to sustain in a competitive market. (i) Rigidity in decision-making (ii) External support and funding (iii) Avoidance of risks and targets (iv) Adaptability and problem-solving skills	K1	CO4
	8	How the integration of artificial intelligence helps in entrepreneurship? (i) Assisting innovation (ii) Managing manual work (iii) Enhancing operational efficiency (iv) Eliminating need of human input	K2	CO4
5	9	Why prototype testing is mainly conducted? (i) Evaluate functionality and make improvements (ii) Finalize packaging (iii) Manage production cost (iv) Reduce marketing efforts	K1	CO5

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5	10	process. (i) Launch the new product (iii) Generate creative solutions	(ii) Test the prototype (iv) Identify the problem	K2	CO5
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SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Outline the factors to be considered in menu planning for healthcare food service.	K2	CO3
	(OR)			
	11.b.	Explain food production control and its importance in food service systems.		
2	12.a.	Describe the different methods of purchasing equipment in food service operations.	K3	CO2
	(OR)			
	12.b.	Identify the importance of sanitation and hygiene in food service.		
3	13.a.	Analyze the role of computer-aided record maintenance in financial management of modern food service operations.	K4	CO1
	(OR)			
	13.b.	List and explain the records maintained under book keeping.		
4	14.a.	Examine the characteristics of successful entrepreneur.	K4	CO4
	(OR)			
	14.b.	Discover the role of emotional intelligence and social intelligence in the context of innovation.		
5	15.a.	Interpret the key elements of design thinking.	K5	CO5
	(OR)			
	15.b.	Assess how consumer buying behaviour can help in designing effective marketing strategies for a new food product.		

SECTION - C (30 Marks)

Answer **ANY THREE** questions

ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Illustrate the procedures involved in purchasing, receiving, storing, and issuing of foods in food service.	K2	CO1
2	17	Plan a design for a food service unit indicating space allocation and work areas with a schematic diagram. Explain the functional relationships between different areas.	K3	CO2
3	18	Analyze how cost control methods influence the planning of a healthy menu to meet customer needs and satisfaction.	K4	CO3
4	19	Evaluate the major challenges faced by entrepreneurs and assess the role of government schemes in promoting entrepreneurship.	K5	CO4
5	20	Develop a comprehensive business plan for a small-scale food service unit covering problem identification, idea generation, idea validation, and pitch making.	K6	CO5

Z-Z-Z

END