

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – CLINICAL NUTRITION AND DIETETICS

FOOD SERVICE MANAGEMENT AND ENTREPRENEURSHIP

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Choose the objective of Food production Control.
(i) Reduce waste (ii) Reduce Cost
(iii) Eliminate incorrect portion Size (iv) All the Above
- 2 What is the collection of practices and guidelines to keep your operations clean and healthy condition?
(i) Food Hygiene (ii) Personal Hygiene
(iii) Environmental Hygiene (iv) Hygiene
- 3 In which book account transactions are recorded?
(i) Ledger (ii) Journal
(iii) Trial Sheets (iv) All the above
- 4 Pick the correct meaning of Entrepreneur.
(i) to do something (ii) to make new thing
(iii) to be the leader (iv) to be successor
- 5 What does the pitching in business mean?
(i) to present yourself to others
(ii) to present your valid points to other party
(iii) to present our business idea to other party
(iv) to get the idea from the other business party

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Discuss the points to be considered during menu planning.
OR
b. Give the methods for food production.
- 7 a. Assess the points to be considered in the selection of equipment in food service facility.
OR
b. Sketch out the importance of personal hygiene in food Service.
- 8 a. Determine the role of Accounting Information System.
OR
b. Discuss on financial management in food service management.
- 9 a. Classify the different types of entrepreneurship.
OR
b. Elucidate the concept of emotional intelligence in entrepreneurship.

Cont...

- 10 a. Assess the stages of design thinking.
OR
b. Describe the problem identification and idea generation in food business plan.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a. Explain the food services methods and modes of delivery.
OR
b. Analyze various types of menu and compile a sample menu for a pregnant woman with Gestational Diabetes.
- 12 a. Appraise on coming up with the layout of facilities in food service.
OR
b. Give the importance of HACCP in food service facility.
- 13 a. Infer about the cost control in food service facility.
OR
b. Every food service establishment needs to be assessed periodically to determine its state of efficiency. Justify.
- 14 a. Elucidate on Characteristics of a Successful entrepreneur with their traits and competencies.
OR
b. Criticize on the innovative leadership in entrepreneurship.
- 15 a. Illustrate the key elements of design thinking.
OR
b. Develop and discuss about a business plan for Nutripreneurship.

Z-Z-Z

END