



MAO-010-004507 Seat No. \_\_\_\_\_

**Bachelor of Hotel & Tourism Management  
(Sem. V) (CBCS) Examination**

**October / November – 2016  
QSR Management - 5.6.E.2  
(Old Course)**

**Faculty Code : 010  
Subject Code : 004507**

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Attempt any two questions from Q. 2 to Q. 5.  
(2) All other questions are compulsory.  
(3) Students are permitted to use simple calculators.

1 Do as directed : 8+6=14

(a) Fill in the following blanks : 8×1=8

- (i) 3 Fs stand for \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
- (ii) In 1922, the Ingram family created a collection of small hamburger stands known as \_\_\_\_\_.
- (iii) \_\_\_\_\_ is given the credit of creation of sandwich.
- (iv) Eat Fresh is tag line of \_\_\_\_\_.
- (v) Finger lickin good is the tag line of \_\_\_\_\_.
- (vi) The coffee bar is the tag line of \_\_\_\_\_.
- (vii) A lot can happen over coffee is the tag line of \_\_\_\_\_.
- (viii) Home of the whopper and Make it your way is associated with \_\_\_\_\_.

(b) Match the following :

6

Group A	Group B	Group C
I am loving it	Café Coffee Day	Amalgamated Bean Coffee Trading Co.
A lot can happen over coffee	Dominoes	Devyani International Limited
Amazing Taste, Astonishing Value	Mc Donalds	Hard Castle Pvt. Ltd.
Eat Fresh	Pizza Hut	Jubilant Food works Limited
Live Mas	Subway	Subway Systems India Pvt. Ltd.
Yeh hai rishton ka time	TacoBell	Yum Restaurants

- 2 Define the term 'QSR'. How did QSR evolved? Explain the concept of QSR in detail. Mention the name of at least five early outlets of QSR industry. 14
- 3 Define the term 'Menu Engineering'. What managerial actions would be taken by in respect of various components of Menu? Explain in detail. 14
- 4 Explain the factors which are responsible for Menu Development in respect to franchised outlets. 14
- 5 Why do many of the entrepreneurs go for franchise model of running the business? Explain the concept of Franchise in respect to QSR. Also enumerate and explain the advantages and disadvantages of Franchise to both Franchisee and Franchisor. 14

6 Perform the menu engineering on the following information provided below :

14

<b>Menu Item Name</b>	<b>Number Sold</b>	<b>Food Cost</b>	<b>Sell Price</b>
Margherita	100	12.50	45.00
Double Cheese Margherita	50	15.00	50.00
Country Special	60	16.00	60.00
Farmhouse	110	09.50	50.00
Spicy Triple Tango	25	20.00	45.00
Peppy Panner	35	16.00	50.00
Mexican Green Wave	75	11.00	40.00
Deluxe Veggie	90	22.50	70.00
Veggie Paradise	140	19.50	65.00
Veg. Extravaganza	25	19.50	68.00
Cloud 9	120	23.00	75.00
Roman Veg Supreme	95	20.00	65.00

7 Do as directed :

8+6=14

(a) Write short notes on any two in around 200 words  $2 \times 4 = 8$

each :

(i) Franchise and Types of Franchise

(ii) Formats and Locations of QSR

(iii) Combo Meals and Happy Hours.

(b) Following are the key factors to the functioning of a QSR outlet in India. You are required to segregate those factors into internal and external factors. Also indicate them whether these factors are positives or negatives with the help of chart as shown below : 6

- Abundance of Cheap labour
- Burgeoning middle class
- Dependency on third parties
- Food Inflation
- Increase in malls and multiplexes
- Increasing youth spending
- Local Competition
- Maintaining quality standards across outlets
- Monitoring franchisees
- Price Competition
- Product imitation
- Risk-sharing in a franchise based model
- Sourcing Talent
- Understanding local tastes
- Urbanization

Factors	Internal	External
Positive		
Negative		

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