



HCQ-010-004507

Seat No. _____

B. H. T. M. (Sem. V) (CBCS) Examination

October – 2017

5.6.E.2 : QSR Management
(New 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) Write short notes on any two in around 200 words **2×4=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 **6**
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 :

- Abundance of Cheap labour
- Monitoring franchisees
- Burgeoning middle class
- Price Competition
- Dependency on third parties
- Product imitation
- Food Inflation

- Risk-sharing in a franchise based model
- Increase in malls and multiplexes
- Sourcing Talent
- Increasing youth spending
- Understanding local tastes
- Local Competition
- Urbanization
- Maintaining quality standards across outlets

Factors	Internal	External
Positive		
Negative		


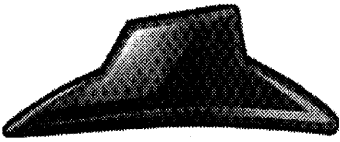
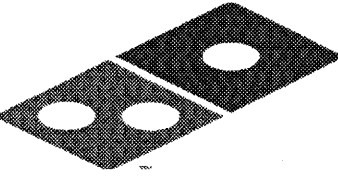



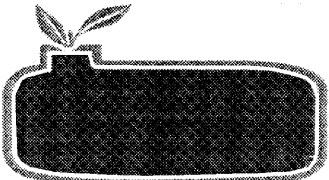
2 Do as directed : **8+6=14**

(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

	Logo	Tag Line	Brand	Company
A		I am loving it	Café Coffee Day	Devyani International Limited
B		A lot can happen over coffee	Dominoes	Hard Castle Pvt. Ltd.
C		Amazing Taste, Astonishing Value	Mc Donalds	Amalgamated Bean Coffee Trading Co.
D		Eat Fresh	Pizza Hut	Jubilant Food works Limited
E		The coffee bar	Subway	Subway Systems India Pvt. Ltd.
F		Yeh hai rishton ka time	Brewberry	Sankalp Inn
G		The taste of South	Sankalp	Brew Berrys Hospitality Pvt. Ltd.

- 3 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
- 4 Define the term 'Menu Engineering'. What managerial actions would be taken by in respect of various components of Menu? Explain in detail. 14
- 5 Explain the factors which are responsible for Menu Development in respect to franchised outlets. 14
- 6 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
- 7 Perform the menu engineering on the following information provided below : 14

Product Name	Selling Price	Portion Cost	Portions sold
Cheesy Veg Croissant	80	45	210
Smoked Chicken Sandwich	50	25	420
Chicken 65 Sandwich	45	20	90
Tandoori Chicken Sandwich	80	50	600
Tandoori Paneer Sandwich	100	60	90
Tex Mex Veg Cheese Sandwich	85	45	360
Spinach -and Corn Cheese Sandwich	80	40	510
Veg Club Sandwich	70	45	240
Salmon and Cream Cheese Sandwich	95	50	150
Olive and Red Tomato Sandwich	65	40	330