



PAT-0010-0004507 Seat No. _____

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

October/November - 2018

**5.6 E.2 QSR Management
(New Course)**

Faculty Code : 0010

Subject Code : 0004507

Time : 3 Hours]

[Total Marks : 70

Instructions :

- (1) Attempt any five questions.
- (2) All questions carry 14 marks each.

- 1 Define the term 'QSR'. Write in detail on the concept of QSR. Write a detailed note on the evolution of QSR. Mention the name of atleast five early outlets of QSR industry ? Mention the profitable locations of QSR and formats of QSR.
- 2 What are the factors responsible for the growth of QSR industry in India ? Explain in detail.
- 3 Write a detailed note on Menu Design and Menu Typography.
- 4 What is glocalisation ? Explain with the help of any five countris, the menu glocalization concept for McDonalds.
- 5 Explain the menu concept for QSR. What are the components of successful menu concept ? Explain in detail.
- 6 Explain the menu concept for QSR. Write a detailed note on Food Characteristics in relation to Menu Planning.

7 Do as directed :

8+6=14

(a) Match the following :

8

	Group A		Group B
A	China	i	VegMcCurry Pan
B	France	ii	Taro Pie
C	Germany	iii	Shrimp-Filet-O
D	India	iv	McArabia Kofta sandwich
E	Japan	v	Ayam GorengMcD
F	Malaysia	vi	CroqueMcDo
G	Russia	vii	Shrimp Lemon Burger
H	Saudi Arabia	viii	Blinchiki

(b) Match the following :

6

	Growth Strategy		Examples
A	Forward Integration	i	A casual restaurant chain diversifies into food court stalls
B	Horizontal Diversification	ii	A coffee shop chain diversifies its coffee shops business by establishing express outlets and coffee machines.
C	Concentric Diversification	iii	A soft drink giant branches out to form a new company with Pizza and Fried Chicken chains in its umbrella
D	Lateral Diversification	iv	A coffee trading company, w ho supplies coffee beans, starts a retail business of coffee shops all over country

8 Write short notes on any two in around 20 words each

2×7=14

- (i) Classification of QSR outlets
- (ii) Master and Sub-Franchise
- (iii) Home Delivery and Take away.
