



PAU-010-004507

Seat No. _____

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

October/November - 2018

**5.6.E.2 : QSR Management
(Old Course)**

Faculty Code : 010

Subject Code : 004507

Time : 3 Hours]

[Total Marks : 70

Instructions :

- (1) All questions are compulsory.
- (2) Students are permitted to use simple calculators.

- 1 Define the term 'QSR'. How did QSR evolve ? Explain 14
the concept of QSR in detail. Mention the name of at least
five early outlets of QSR industry.
- 2 Define the term 'Menu Engineering'. What managerial 14
actions would be taken in respect of various components of
Menu ? Explain in detail.
- 3 Why do many of the entrepreneurs go for franchise 14
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.
- 4 Write a detailed note on any one : 14
(a) Menu Design
(b) Menu Typography

5 Perform the menu engineering on the information provided below :

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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 & Cream Cheese Sandwich	95	50	150
Olive & Red Tomato Sandwich	65	40	330
