



**JAA-010-004507**

Seat No. \_\_\_\_\_

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

**October - 2019**

**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 calculator.

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

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

- (i) 3 Fs stand for \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_
- (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 & Make it your way is associated with \_\_\_\_\_

(B) Match the following : **6**

<b>Group-A</b>	<b>Group-B</b>	<b>Group-C</b>
I am loving it	Cafe 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 'Menu Engineering'. What managerial actions would be taken by in respect of various components of Menu? Explain in detail. 14
- 3 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
- 4 Write a detailed note on Menu Design and Menu Typography. 14
- 5 Do as directed : 8+6=14
- (A) Write short notes on any two in around 200 words each.
- (i) Value Meals / Menu
  - (ii) Master and Sub-Franchise
  - (iii) Home Delivery & Take Away
- (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

<ul style="list-style-type: none"> <li>• Abundance of Cheap labour</li> <li>• Burgeoning middle class</li> <li>• Dependency on third parties</li> <li>• Food Inflation</li> <li>• Increase in malls &amp; multiplexes</li> <li>• Increasing youth spending</li> <li>• Local Competition</li> <li>• Maintaining quality standards across outlets</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring franchisees</li> <li>• Price Competition</li> <li>• Product imitation</li> <li>• Risk-sharing in a franchise based model</li> <li>• Sourcing Talent</li> <li>• Understanding local tastes</li> <li>• Urbanization</li> </ul>
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<i>Factors</i>	<i>Internal</i>	<i>External</i>
<i>Positive</i>		
<i>Negative</i>		