



JAA-0010-0004507 Seat No. _____

**Third Year Bachelor of Hotel And Tourism
Management (Sem. V) Examination**

October - 2019

**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 at least five early outlets of QSR industry? Mention the profitable locations of QSR and formats of QSR.
- 2 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.
- 3 What is glocalisation? Explain with the help of any five countries, the menu glocalisation concept for McDonalds.
- 4 Explain the menu concept for QSR? What are the components of successful menu concept? Explain in detail.
- 5 What are the factors responsible for the growth of QSR in India? Explain in detail.

- 6 Do as directed : 8+6=14
 (A) Match the following : 8

	Group-A		Group-B
(A)	China	(i)	VegMcCurryPan
(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, who supplies coffee beans, starts a retail business of coffee shops all over country

- 7 Write short notes on any **two** in around 200 words each : 2×7=14
- (i) Value Meals and Value Menu
 - (ii) Classification of QSR outlets
 - (iii) Master and Sub-Franchise
 - (iv) A & W