



**BB-0010-0004507** Seat No. \_\_\_\_\_

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

**March – 2021**

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

**Faculty Code : 0010**

**Subject Code : 0004507**

Time : 3 Hours]

[Total Marks : 70

**Instructions :** (1) All questions carry 14 marks each.  
(2) Attempt any five questions.

- 1 Write a detailed note on any one of the following outlets.
- (a) Burger King
  - (b) Wendy's
  - (c) Dominoes

**OR**

What are the factors responsible for the growth of QSR industry in India ? Explain in detail.

- 2 What do you understand by the term menu globalization ? With the help of any three countries as an example as adapted by Mcdonalds, explain the concept in detail.

**OR**

Explain the menu development for QSR ? Write a detailed note on Food Characteristics in relation to Menu Planning.

- 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.

- 4 Write a detailed note on HACCP.
- 5 List the various accounts heads indicated in the legal contract of franchise agreement. Explain the significance of each account in detail.
- 6 Write short notes on any two of the following :
- Classification of QSRs
  - Delivery and Take Away
  - Subway
  - Typography

**OR**

- Write short notes on any two of the following :
- Menu Replicability
  - Termination and Renewal
  - Master and sub-Franchise
  - Co-branded Franchising
- 7 Do as directed : **8+6=14**
- 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	CorqueMcDo
G	Russia	VII	Shrimp Lemon Burger
H	Saudi Arabia	VIII	Blinchiki

- 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.