



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – August 2020
VI Semester

Class : III UG
Major : Food Service Management and Dietetics

Time : 2 Hours
Max. Marks : 50

15BFDC24 Management of Food Service

Part A

10 x 1 = 10

Choose the Correct Answer

1. In this organisation persons having greater decision making power is based on
a. Military
b. Line staff
c. Committee
d. Functions
2. Which of the following approaches emphasises the situational influences of management?
a. Neo-classical theory
b. Contingency
c. Systems
d. Classical
3. An outline of the work to be done by an employer is
a. job specification
b. job analysis
c. work schedule
d. production, service and staff statement
4. A _____ is a projected plan for the operation of a business.
a. production, service and staff statement
b. budget
c. job analysis
d. work schedule
5. The concepts of products, price, place and promotion are known as the 4P's of
a. marketing
b. management
c. organisation
d. Management Information System
6. This type of buying behaviour is encountered when consumers are buying an expensive, infrequently brought product.
a. Habitual buying
b. Dissonance reducing buying
c. Complex buying
d. Variety seeking
7. _____ is an approach that seeks to improve quality and performance which will meet or exceed customer expectations.
a. Quality Life Management
b. Total Quality Management
c. Management Information System
d. Quality of Work Life
8. The quality of relationship between employees and total working environment is
a. Management Information System
b. Quality of Work Life
c. Total Quality Management
d. Quality Life Management
9. Which of the following is a topographical disaster ?
a. Floods
b. Tsunami
c. Typhoon
d. Earthquake
10. Natural disasters affect food production by
a. destroying agricultural assets and infrastructure
b. losses in crop production, livestock and fisheries
c. loss in agricultural dependant manufacturing sub sectors
d. decline in food corporates

Part B

3 x 6 = 18

Answer any **Three** questions

Each answer should not exceed 400 words or two pages

11. The basic tool for any establishment is the organisation chart – Criticize.
12. Explain contingency approach.
13. Discuss about the importance of planning .
14. Identify the characteristics of an organisation.
15. Summarise the marketing concepts.
16. Describe the sales promotion techniques.
17. Interpret the structure of Management Information System.
18. Discuss Quality of Work Life.
19. Describe about decision making during calamities.
20. Identify the health care facilities to be provided during disaster.

Part C

2 x 11 = 22

Answer any **Two** questions

Each answer should not exceed 800 words or four pages

21. Categorise commercial and non-commercial institutions.
22. Explain the different types of organisations.
23. Analyse the various tools of management.
24. Illustrate on the principles of management.
25. Analyse the hospitality marketing mix.
26. Explain product life cycle.
27. Elucidate on Total quality Management.
28. Highlight on the objectives and characteristics of Management Information System.
29. Elaborate on the different types of disasters.
30. Illustrate on the various points to be considered for food supply during disasters.