



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

Master's Degree Examination – June 2021
IV Semester

Class : II M.Sc.
Major : Food Service Management and Dietetics

Time: 3 Hours
Max. Marks: 100

17MFDC23 Food Service Management

PART A

10 x 1 = 10

Choose the Correct Answer

1. MBO means____. CO2 K1
a. Management by objectives b. Management by object
c. Management by organisation d. Management by order
2. ____ relates to the principles of management relates to coordination of activities to achieve a single goal. CO2 K2
a. Unitary command b. Unitary directions c. Hierarchy d. All the above
3. Job analysis is also referred to as CO3 K2
a. Task analysis b. Force analysis c. work analysis d. All the above
4. _____ represents the outline of the work to be done. CO4 K4
a. Time management b. work adjustment
c. work schedule d. money management
5. In _____type of organization structure,the person above assigns the work to his immediate subordinates down the line. CO4 K3
a. Horizontal b. Vertical c. Circular d. Triangle
6. In an organisation 3M' stands for _____. CO4 K4
a. Men, Material, Money b. Men,money,morale
c. Method,Money,Morale d. All of these
7. Total quality management focuses on _____. CO4 K4
a. Employee b. Customer c. Both a & b d. employability
8. Expand SWOT CO4 K2
a. strength, weakness, opportunities and threat
b. strength, weak, opportunities and threat
c. stability, weakness, opportunities and threat
d. strength, weakness, organisation and threat
9. Marketing begins and ends with____. CO4 K2
a. Customer b. transport c. Price d. Product
10. ____strategy entails more than reacting to market conditions. CO4 K2
a. Costing b. Pricing c. Accounting d. Budgeting

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Discuss the utilisation of resources of management in food service. CO3K3
(or)
- 11.b. State the principles of management. CO3K2
- 12.a. Describe the human relations in food industry. CO4K2
(or)
- 12.b. Explain the types of organisation. CO3K2
- 13.a. Depict the pathway chart in work simplification. CO4K3
(or)
- 13.b. Outline the managerial problems in food service. CO4K2
- 14.a. Explain the concept of TQM. CO4K2
(or)
- 14.b. Discuss the role of quality control in food service. CO4K2
- 15.a. Comment on four P's of marketing. CO5K3
(or)
- 15.b. Discuss the pricing policy. CO4K2

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Explain the theories of management. CO2K5
(or)
- 16.b. Describe the role of manager in food service. CO2K3
- 17.a. Highlight the labour laws and policies in food service. CO3K5
(or)
- 17.b. Explain the steps and importance of planning and forecasting. CO4K2
- 18.a. Elaborate note on tangible tools of management. CO4K4
(or)
- 18.b. Discuss the types of leadership in management. CO4K2
- 19.a. Appraise SWOT analysis in food service. CO4K3
(or)
- 19.b. Interpret the role of e-marketing in food service. CO4K3
- 20.a. Assess the need and scope of marketing. CO5K4
(or)
- 20.b. Analyse the promotion techniques in marketing the products and assess its efficacy. CO5K4
