



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 – June 2021
VI Semester

Class : III UG
Major : Food Service Management and Dietetics

Time : 3 Hours
Max. Marks: 100

18BFDC25 Management of Food Service

Part A
Choose the Correct Answer

10 x 1 = 10

1. _____ type of catering is meant for profit CO2 K3
 - a. Commercial
 - b. Institutional
 - c. Noncommercial
 - d. None of the above
2. TQM means CO3 K5
 - a. Total quantity management
 - b. Total quality manager
 - c. Total quality man power
 - d. Total quality material
3. _____ denotes that the requirements of customers whether expressed or implied in a management. CO3 K5
 - a. Quality
 - b. Management
 - c. Total
 - d. None of the above
4. In _____ type of organization structure, the person above assigns the work to his immediate subordinates down the line. CO2 K5
 - a. Horizontal
 - b. Vertical
 - c. Circular
 - d. None of the above
5. _____ is one of the approach of management CO2 K4
 - a. Human
 - b. Subject
 - c. Scientific
 - d. All of the above
6. _____ are called as classification of tools of management CO3 K5
 - a. Tangible tools
 - b. Intangible tools
 - c. Tangible & Intangible tools
 - d. administrative tools
7. _____ represents the outline of the work to be done. CO3 K4
 - a. Time management
 - b. Work adjustment
 - c. Work schedule
 - d. None of the above
8. Job analysis is sometimes referred to CO3 K2
 - a. Work analysis
 - b. Force analysis
 - c. Task analysis
 - d. All of the above
9. Earthquake is a CO3 K3
 - a. Geophysical disaster
 - b. Hydrological disaster
 - c. Meteorological disaster
 - d. Compound disaster
10. Which of the following emits dangerous radioactive wastes forcing the government to eliminate its use? CO3 K4
 - a. Nuclear energy
 - b. Water energy
 - c. Geothermal energy
 - d. Solar energy

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

5 x 6 = 30

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| 11.a. Comment on contingency approach.
(or) | CO3 K3 |
| 11.b. Explain the theories of organisation. | CO3 K2 |
| 12.a. Explain the functions of management.
(or) | CO4 K2 |
| 12.b. Describe the evolution of management. | CO3 K2 |
| 13.a. Discuss the elements of marketing.
(or) | CO4 K3 |
| 13.b. Discuss the promotion techniques in marketing. | CO4 K2 |
| 14.a. Explain the elements of TQM.
(or) | CO4 K2 |
| 14.b. Discuss the role of quality control in food service. | CO4 K2 |
| 15.a. Explain the decision making taken during the calamities.
(or) | CO5 K3 |
| 15. b. What are the sanitation and hygiene practice followed in preparation and food handling during natural calamities? | CO4 K2 |

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

5 x 12 = 60

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| 16. a. Detail note on types of organisation.
(or) | CO3 K5 |
| 16.b. Explain the process of organisation in food service. | CO4 K2 |
| 17. a. Elaborate on the tools of management.
(or) | CO4 K4 |
| 17.b. Elaborate note on principles of management. | CO4 K2 |
| 18.a. Analyse the product life cycle approach of management .
(or) | CO4 K3 |
| 18.b. Comment on sales promotion techniques. | CO4 K3 |
| 19.a. Elaborate note on total quality management.
(or) | CO4 K2 |
| 19.b. Appraise the quality of work life. | |
| 20.a. Enumerate the types of disaster.
(or) | CO5 K4 |
| 20.b. Highlight the health care facilities provided during disaster. | CO5 K4 |
