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Total No. of Pages: 02

Total No. of Questions: 09

**B.Sc. (Catering & Culinary Arts)(Sem. – 6)**  
**ENTREPRENEURSHIP AND RESTAURANT STARTUP**

**M Code: 75041**

**Subject Code: BS CCA-604**

**Date of Examination : 05-01-2023**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

**SECTION-A**

1. Answer the following:
  - a) What is contractual catering?
  - b) Differentiate between in and out franchise.
  - c) Define Marketing Research.
  - d) What is meant by yield management?
  - e) What is operations cost?
  - f) What is Product development?
  - g) What is merger?
  - h) What is Partnership?
  - i) What is the importance of market promotion?
  - j) Who acts as financiers in the restaurant business?

### **SECTION-B**

2. Pen down the types of ownership.
3. What is Market Research and why is it needed?
4. What is SWOT analysis? Discuss the importance of swot analysis.
5. Discuss the process of starting a new restaurant.
6. Discuss the types of food service industry.

### **SECTION-C**

7. Discuss the various sources of finances available for the start-up of a new restaurant.
8. Pen down the relation of income to cost by highlighting the ways to maximize the profit and reduce operation cost.
9. Discuss the history, evolution and growth of the food and beverage industry.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**