

Roll No.

Total No. of Pages : 02

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B.Sc. (Catering and Culinary Arts) (Sem.-6)
ENTREPRENEURSHIP AND RESTAURANT STARTUP

Subject Code : BSCCA-604

M.Code : 75041

Date of Examination : 12-07-22

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) Explain briefly :

- a) What is the market promotion?
- b) What is contractual catering?
- c) What is the role of finance in startup?
- d) Define entrepreneurship.
- e) What is market research?
- f) What is meant by merger?
- g) What is the role of planning in restaurant startup?
- h) What is a restaurant startup?
- i) What is product development?
- j) What is the relation of income to cost?

SECTION-B

2. Explain the types of food service industry.
3. Discuss the various types of ownerships.
4. Discuss the various challenges faced by contractual caterer.
5. Pen down the process to plan & prepare budget for a new restaurant.
6. Discuss the various sources of finance available for entrepreneurship.

SECTION-C

7. Pen down the history and evolution & growth of food and beverage industry.
8. Discuss the ways to maximize profit and reduce operation cost.
9. What is SWOT analysis? Discuss the role and steps of market promotion and product development in restaurant start up.

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