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Total No. of Questions: 09

B.Sc. (Catering and culinary Arts) (2015 & Onwards) (Sem.-6) ENTREPRENEURSHIP AND RESTAURANT STARTUP

> Subject Code: BSCCA-604 M.Code: 75041

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

1. Write briefly:

- a) Operation cost
- b) Merger
- MANN! FIRSTRANKET. COM c) Personal financing
- d) Investment
- e) SWOT
- f) Ownership
- g) Bistro
- h) Specialty restaurant
- i) Sole proprietorship
- j) Planning



SECTION-B

- 2. Write short note on market research.
- 3. List and explain different types of ownership.
- 4. Differentiate between finance and budget.
- 5. Write a short note on franchise.
- 6. List and explain types of food service industry.

SECTION-C

- 7. Define entrepreneurship. Explain types of entrepreneurship.
- 8. What is yield management? List and explain the elements of yield management.
- 9. Explain the significance of finance and budget 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.

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