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# B.Sc. In catering and culinary arts (2015 & Onwards) (Sem.-6) ENTREPRENEURSHIP AND RESTAURANT STARTUP

Subject Code: BSCCA-604 Paper ID: [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**

- **Explain briefly:** 1)
  - a) Merger
- MANN FIRSTRANKET.COM b) Personal financing
  - c) Promotion
  - d) SWOT
  - e) Franchise
  - f) Planning
  - g) Specialty Restaurant
  - h) Food Court
  - i) Breakeven cost
  - i) Margin of safety



### **SECTION-B**

- 2) Explain the characteristics of Fixed, Variable and Semi-variable cost.
- 3) Types of food service industry.
- 4) Five basic resources to run a small restaurant business.
- 5) Explain different types of ownership.
- 6) Write short note on "Project Report".

## **SFCTION-C**

- 7) An entrepreneur is in business of bakery in Chandigarh. What should be his strategy related to
  - a) Sales and Distribution.
  - b) Advertising and Publicity.
- 8) "Decision making is a quality that an entrepreneur must have". Do you agree or Disagree? Explain.
- 9) Define Working capital. What factors would you take in consideration in estimating the working capital needs of a coffee shop?

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