

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR – 2016-2017**

COURSE : 1<sup>st</sup> Semester of Post Graduate Diploma in  
Dietetics & Hospital Food Service  
SUBJECT : Nutrition Industry Management - I  
TIME ALLOWED : 02 Hours MAX. MARKS: 50

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(Marks allotted to each question are given in brackets)

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- Q.1. (a) Discuss Taylor's approach of management.  
(b) What do you understand by Principles of Management? Explain **any five** principles of management. (5+5=10)

- Q.2. (a) "Control is necessary to give right direction to activities". Comment.  
(b) Define term tangible tools of management. Discuss Drucker's view on preparation of organisation chart with suitable examples. (6+4=10)

- Q.3. Elaborate on the role of planning as a function of management. (5)

**OR**

- (a) Enumerate some of the ways of raising money.  
(b) Give the causes of time wasting in kitchens and service areas. (3+2=5)

- Q.4. Explain the features of management accounting in catering.  
**OR**  
Explain the types of costs involved in food service establishment. (5)

- Q.5. Explain the various factors that affect pricing. (5)

**OR**

- (a) What are functional foods? Explain their role.  
(b) What is trial and error method of product development? (3+2=5)

Q.6. Write short notes on **any two** of the following:

- (a) Job description
- (b) Communication methods
- (c) Budgeting
- (d) JIT

(2x2 ½ =5)

Q.7. Define following:

- (a) TQM
- (b) Entity concept
- (c) Benchmarking
- (d) Trained panel
- (e) Controlling

(5x1=5)

Q.8. Match the following:

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|---------------------|----------------------|
| (a) Variable cost   | (i) Stationery       |
| (b) Overhead cost   | (ii) Job description |
| (c) Tangible tool   | (iii) Food           |
| (d) Intangible tool | (iv) Peter Drucker   |
| (e) MBO             | (v) Henry Grantt     |
|                     | (vi) Experience      |

(5x1=5)

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