

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)**

**CLASS: BHMCT
BRANCH: BHMCT**

**SEMESTER: VIII
SESSION : SP/2020**

SUBJECT: HM8031 FAST FOOD CHAIN MANAGEMENT

TIME: 1.5 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 30.
 2. Candidates may attempt for all 30 marks.
 3. In those cases where the marks obtained exceed 25 marks, the excess will be ignored.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. The missing data, if any, may be assumed suitably.
 6. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q1 (a) Explain the concept of Fast food. [2]
(b) State the features of Fast food outlet. [3]
- Q2 (a) Write about the types of fast food. [2]
(b) Give reasons why people go for fast food. [3]
- Q3 (a) What kind of food and drinks are suitable for fast food outlet? [2]
(b) Distinguish between Fast food and conventional restaurant outlet. [3]
- Q4 (a) Describe features of fast food outlet on the basis of variety in menu choice. [2]
(b) Write about the importance of product diversification in fast food sector. [3]
- Q5 (a) Name major players in fast food industry. [2]
(b) Describe about the critical factors for the success of fast food outlet. [3]
- Q6 (a) Write about the level of service in the fast food outlet. [2]
(b) Write in brief about the history of McDonald. [3]

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