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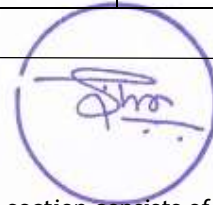
Branch: Signature of Invigilator:

Semester: VIth Date: 28/04/2022 (MORNING)

Subject with Code: FT311 FOOD BUSINESS MANAGEMENT

Marks Obtained	Section A (30)	Section B (20)	Total Marks (50)

INSTRUCTION TO CANDIDATE



1. The booklet (question paper cum answer sheet) consists of two sections. First section consists of MCQs of 30 marks. Candidates may mark the correct answer in the space provided / may also write answers in the answer sheet provided. The Second section of question paper consists of subjective questions of 20 marks. The candidates may write the answers for these questions in the answer sheets provided with the question booklet.
2. The booklet will be distributed to the candidates before 05 minutes of the examination. Candidates should write their roll no. in each page of the booklet.
3. Place the Student ID card, Registration Slip and No Dues Clearance (if applicable) on your desk. All the entries on the cover page must be filled at the specified space.
4. Carrying or using of mobile phone / any electronic gadgets (except regular scientific calculator)/chits are strictly prohibited inside the examination hall as it comes under the category of unfair means.
5. No candidate should be allowed to enter the examination hall later than 10 minutes after the commencement of examination. Candidates are not allowed to go out of the examination hall/room during the first 30 minutes and last 10 minutes of the examination.
6. Write on both side of the leaf and use pens with same ink.
7. The medium of examination is English. Answer book written in language other than English is liable to be rejected.
8. All attached sheets such as graph papers, drawing sheets etc. should be properly folded to the size of the answer book and tagged with the answer book by the candidate at least 05 minutes before the end of examination.
9. The door of examination hall will be closed 10 minutes before the end of examination. Do not leave the examination hall until the invigilators instruct you to do so.
10. Always maintain the highest level of integrity. Remember you are a BITian.
11. Candidates need to submit the question paper cum answer sheets before leaving the examination hall.

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI

(END SEMESTER EXAMINATION)

CLASS: IMSC
BRANCH: IMSC FT

SEMESTER: VI
SESSION: SP/22

SUBJECT: FT 311 Food Business Management

TIME:2.00Hrs

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper Section A (Compulsory) contains 30 questions each of 1 mark and total 30 marks.
 2. The question paper Section B contains 8 questions each of 5 marks and total 40 marks.
 3. Candidates may attempt in Section B only 4 questions each of 5 mark and total 20 marks.
 4. The missing data, if any, may be assumed suitably.
 5. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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SECTION A (Compulsory)

1 x 30= 30

Q1 (i) . Current Ratio is:

- A. Solvency Ratio
- B. Liquidity Ratio
- C. Activity Ratio
- D. Profitability Ratio

(ii) Short term funds are those which are required for a period not exceeding

- A. 1 Year
- B. 6 months
- C. 9 months
- D. 1yr 6 months

(iii) Equity shareholder are called

- A. Owners of the company
- B. Partners of the company
- C. Executive of the company
- D. Guardian of the company

(iv) Goods returned by the customers should be debited to which of the following accounts?

- A. Expenses Account
- B. Sales Account
- C. Return Inward Account
- D. Return Outward Account

(v) Discount allowed is

- A. Loss of business
- B. Abnormal loss of business
- C. Expense of business
- D. Income of business

(vi) Which of the following is a liability?

- A. Cash
- B. Equipment
- C. Debtors
- D. Creditors

(vii) Management is the process of effective utilization of human and materials resources to achieve enterprise objective. This statement given by

- A. F.W. Taylor
- B. Henri Fayol
- C. Max weber
- D. George R. Terry

(viii) Managers fill many roles as they carry out the management functions. Which of these roles are not included in decisional roles?

- A. Entrepreneur
- B. Disturbance
- C. Resource Allocator
- D. Disseminator

(ix) According to Maslow, a person who is looking for affection, belongingness, acceptance, and friendship is at which need level?

- A. Physiological
- B. Safety
- C. Social
- D. Esteem

(x) Which of the following is not the element of staffing?

- A. Recruitment
- B. Selection
- C. Training
- D. Diffusion

(xi) Which of these our assets walk out of the door each evening? We have to make sure that they come back the next morning.

- A. Vehicles
- B. Goods
- C. Employees
- D. Machines

(xii) Which of the following is included in the human resource management?

- A. Recruitment
- B. Specialized Services
- C. Handling Grievances
- D. All of the above

(xiii) Selecting which segments of a population of customers to serve is called _____.

- A. Managing the marketing effort
- B. Target marketing
- C. Customization
- D. Positioning

(xiv) One of the most popular ways of defining management is that it involves getting work done?

- A. With as little effort as possible.
- B. Through the efforts of other managers.
- C. Through the efforts of other people.
- D. As quickly as possible.

(xv) Managers require a combination of technical competence, social and human skills and conceptual ability. Conceptual ability may be defined as:

- A. The ability to secure the effective use of human resources of the organization.
- B. The ability to view the complexities of the operations of the organization as a whole, including environmental influences.
- C. The ability to apply specific knowledge, methods and skills to discrete tasks.
- D. All of the above.

(xvi) Using a method called structured observation, Mintzberg isolated ten roles which he believed were common to all managers. According to him, maintaining self-developed networks of outside contacts and informers who provide favors and information can be best described as,

- A. The disseminator role
- B. The liaison role
- C. The monitor role
- D. The entrepreneur role

(xvii) Planning is essentially decision-making since it involves choosing from among alternatives". Who said this statement:

- A. Hodge and Johnson
- B. R.N. Farmer and B.M. Richman
- C. Breach and Taylor
- D. Louis A. Allen and Koontz

(xviii) Which of the following skills is most important for first level managers and includes knowledge of and proficiency in activities involving methods, processes and procedures?

- A. Human
- B. Conceptual
- C. Design
- D. Technical

(xix) Theand control systems should be altered to support the strategic human resource function.

- A. Appointment
- B. Reward
- C. Job allotment
- D. None of the above

(xx) Which one of the important organizational factors affecting 'Job Design' is?

- A. Workflow
- B. Autonomy
- C. Feedback
- D. Diversity

- (xxi) Annual production budget of a comp. is 1,80,000 units. The standard man hours required to complete a unit of the product are 2 hrs. The past experience reveals that worker on an average can contribute about 2,000 hrs. per year. How many workers required for complete this unit?
- A. 280
 - B. 175
 - C. 180
 - D. 360
- (xxii) Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource.” Who said this statement?
- A. N.R. Narayana Murthy
 - B. John F. Kennedy
 - C. Edwin Flippo
 - D. Decenzo and Robbins
- (xxiii) It determines the demands of a job in terms of responsibilities and duties and then translates these demands in terms of skills, qualities and other human attributes is called....?
- A. Specific Job Design
 - B. Job Identification
 - C. Job Analysis
 - D. Job Description
- (xxiv) Which one of the principles emphasizes that one subordinate should receive orders from one superior only.
- A. Authority and responsibility
 - B. Unity of Direction
 - C. Scalar Chain
 - D. Unity of Command
- (xxv) Which one of the principles calls for lowest possible turnover of personnel for the well-being of the concern.
- A. Initiative
 - B. Stability of Tenure of Personal
 - C. Scalar Chain
 - D. Subordinates of Individual interest to the General Interest

(xxvi) The price charged for products and services is set artificially low in order to gain market share is called...?

- A. Premium Pricing
- B. Penetration Pricing
- C. Economy Pricing
- D. Price Skimming

(xxvii) The company charge a higher price because it has a substantial competitive advantage. Which type of pricing strategy.

- A. Premium Pricing
- B. Penetration Pricing
- C. Economy Pricing
- D. Price Skimming

(xxviii) Which of the following might a manager be responsible for?

- A. Formulating policies for the organization as a whole
- B. Determining organizational objectives.
- C. Implementing policy decisions.
- D. All of the above.

(xxix) When we are selecting manpower which of these are kept in mind.

- A. Education in specialized area
- B. Experience
- C. Honesty
- D. All of the above

(xxx) A manager who possesses knowledge of the processes, equipment, and potential problems of an industry would possess what type of managerial skill?

- A. Technical
- B. Administrative
- C. Interpersonal
- D. Organizational

SECTION B (Only 4 question attempt)

4x5 =20

- Q1. What are types of ratios most commonly used in financial analysis?
- Q2. Explain the objective of preparing Profit and Loss A/C.
- Q3. Define the term “Management” and explain its main function of management.
- Q4. What are the contributions of Henri Fayol’s in the field of Principles of Management?
- Q5. What do you think about Market Segmentation? Define the bases for Market Segmentation.
- Q6. What do you think about consumer behavior? What logical steps are involved in consumer buying process? Discuss.
- Q7. Define the concept of Human Resource Management? Why Human Resource Management is Important to all Managers. Discuss with suitable examples.
- Q8. Describe the concept of Recruitment & Selection? What are the Internal and External sources of Recruitment? Discuss with suitable examples.