

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2014-2015

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

(Marks allotted to each question are given in brackets)

Q.1. State what is meant by food evaluation. Discuss the importance of sensory evaluation during product development.

OR

List various resources of management and discuss different methods of raising money for business.

(10)

Q.2. What is meant by the term Management? Discuss classical and neoclassical approach to Management.

OR

What is meant by product development? Enumerate various factors that influence product development.

(2+8=10)

Q.3. Write short notes on (**any two**):

- (a) Scope of financial management
- (b) Functional foods
- (c) TQM and JIT

(2x2 ½ =5)

Q.4. Discuss various cost control techniques used by food industry.

OR

Enumerate the advantages of management by objectives.

(5)

Q.5. Shelf life of a product depends on various factors. Discuss.

(5)

- Q.6. Discuss **any two** functions of management. (5)
- Q.7. List and briefly discuss **any five** factors which affect the pricing of products. (5)
- Q.8. Differentiate between costing and budgeting. (5)
