

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2015-2016

COURSE : 2nd Semester of Post Graduate Diploma in
Dietetics & Hospital Food Service
SUBJECT : Nutrition Industry Management-II
TIME ALLOWED : 02 Hours MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

- Q.1. (i) Explain the role of creativity and innovation in new product development.
(ii) Briefly enumerate **three** basic approaches to entrepreneurship development. (7+3=10)

- Q.2. Explain the following:
(a) Table d'hôte
(b) Cyclic menu
(c) Self service
(d) Combination menu
(e) Railway service (5x2=10)

- Q.3. (i) Enumerate the elements of marketing mix.
(ii) Enlist the various resources required for starting a business. (3+2=5)

OR

What are the various factors that need to be considered for frying of food items? (5)

- Q.4. What considerations will you keep in mind for planning a day's menu for?
(i) Old age home
(ii) Canteen

OR

- (a) Explain the mechanics of waiter service.
(b) List the advantages of self-service. (3+2=5)

- Q.5. (i) Suggest the methods of enhancing nutritive value of foods.
(ii) Leftovers need to be looked at positively as an ingredient. Comment.
(2 ½ + 2 ½ =5)

OR

What is pre-preparation technique? How does it help in easing work?
(5)

- Q.6. Explain any **four** methods of moist heat cooking with examples.
(5)

OR

- (i) What is a menu? List its functions.
(ii) List the essentials of a menu card.
(3+2=5)

- Q.7. (i) Why standardization is an important tool of production control?
(ii) What is CCP's? List any **five** CCPs in food production operation.
(3+2=5)

- Q.8. Explain the following in 2-3 lines each:
(a) Braising (b) Germination
(c) Production forecasting (d) Showcasing
(e) Factor method
(5x1=5)
