

Reg. No.:



Name:

University of Kerala

U9023

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

BMS HOTEL MANAGEMENT

UK2DSCBHM103 - Fast Food Chain Management

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions**

Qn No.	Question	CL	CO
1	Identify common advertising channels used in the fast-food industry Options : A)Blackboards and loudspeakers B)Word-of-mouth only C)Television, Social Media, Billboards D)Silent marketing	RE	4
2	Identify what BOGO stands for in fast food promotions. Options : A)Buy One, Get One B)Bring One, Get One C)Best Offer, Great Opportunity D)Big Order, Good Offer	RE	3
3	Explain the role of franchising in the expansion of fast food chains. Options : A)By limiting the number of restaurants B)By allowing independent owners to operate under the brand C)By increasing food prices D)By making all restaurants corporate-owned	UN	4
4	Explain the main goal of fast food advertising. Options : A)To slow down service B)To attract and retain customers C)To make food healthier D)To remove discounts	UN	3
5	Explain the main purpose of customer feedback. Options : A)To ignore customer complaints B)To identify areas of improvement C)To increase food prices D)To reduce menu options	UN	2

Qn No.	Question	CL	CO
6	Select the importance of customer accessibility for a fast food franchise Options : A) Easy access increases sales and customer satisfaction B) It makes no difference in sales C) It increases franchise fees D) It reduces the need for marketing	UN	4

Part B.10 Marks. Time: 20 Minutes (Cognitive Level: Understand (UN)/Apply (AP)) Two-three sentences. 2 marks each. Answer all questions

Qn No.	Question	CL	CO
7	List any two common advertising channels used by fast food brands.	UN	3
8	Explain how on-the-job training differs from formal training programs in improving employee performance in a franchise.	UN	4
9	Demonstrate the duties of a service staff in QSR	AP	1
10	Describe digital marketing, and how does it help fast food businesses	AP	3
11	Assess how leadership style affects employee motivation and retention in a franchise setting.	AP	4

Part C.16 Marks. Time: 35 Minutes. (Cognitive Level : Apply (AP)/Analyse (AN)) Short Answer. 4 marks each, Answer all 4 questions, choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Illustrate how fast-food chains ensure efficiency in their daily functions OR B) Identify the peculiarities of fast-food chain sector.	AP	1, 1
13	A) Apply social media engagement tactics to promote a new menu item. OR B) Choose social media engagement tactics to promote a new food product in fast-food.	AP	3, 3
14	A) Examine the effectiveness of referral programs in attracting customers for a new franchise of fast-food. OR B) Examine the key factors a potential franchisee should analyze before investing in a franchise.	AN	4, 4

Qn No.	Question	CL	CO
15	A) Analyze different cooking methods to create a well-balanced menu, ensuring proper taste, texture, and presentation OR B) Analyse how restaurant ambience affects customer retention in fast- food.	AN	2, 2

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Explain the loyalty programmes given in Pizza Hut OR B) Compare the effectiveness of television advertisement and social media advertisement for fast-food brand.	AN	3, 3
17	A) Assess the effectiveness of self-service kiosks in reducing wait times in fast-food outlets. OR B) Evaluate the efficient cooking techniques of frying, grilling, broiling , roasting, microwave cooking	EV	2, 2
18	A) Evaluate the role of personalization in digital fast food marketing. OR B) Evaluate the role of location- based marketing in the fast -food promotion.	EV	3, 3

Qn No.	Question	CL	CO
19	A) Design a reward program for customers to a fast-food. OR B) Design a set of menus for a fast-food.	CR	1, 1