



Name :

Roll No. :

Invigilator's Signature :

CS/BHM (OLD)/SEM-8/HM-804/2013
2013
FOOD & BEVERAGE SERVICE

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A
(Objective Type Questions)

1. State *True* or *False* for the following : 10 × 1 = 10

- i) Budgeting is a quantitative terms.
- ii) S.O.P. means Standard Operating Procedure.
- iii) Rent and Interest are the examples of variable cost.
- iv) Personal selling & merchandising have the same meaning.
- v) Quality control helps to improve product or service quality.

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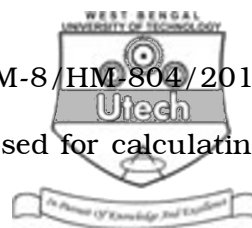
- vi) Basic approach of TQM is to “satisfy customer needs”.
- vii) Large styled room with long bar is known as “Brasserie”.
- viii) Sales mix refers to the composition of the total sales.
- ix) Hunger and thirst are the examples of guest's psychological needs.
- x) Under room temperature White, Red & Sparkling wines are stored.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Define merchandising. In catering business what are the tools used for merchandising.
3. Briefly define fixed cost, semi fixed cost & variable cost.
4. Write the differences between Quality Inspections, Quality Control & Quality assurance.
5. Define cyclical menu along with its advantages & disadvantages.



6. Define at least three methods which are used for calculating Food & beverage costs.
7. For customer satisfaction what are the areas should be continuously observed in catering business ?

GROUP – C

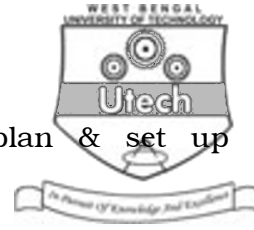
(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. Define budget & its purpose. What are the different types of budget we can see in catering industry ?
9. What are the reasons responsible for high food cost in catering industry ?
10. For sales promotion in catering industry what are the different types of methods are adopted ?
11. To develop a food & beverage menu list what are the things should always be considered ? What are the different types of beverage menu lists we can see in catering industry ?

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12. What are the basic requirements to plan & set up a restaurant ?



13. Briefly define the different types of market & types of purchasing policies basically a catering industry adopts.

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