



Name :

Roll No. :

Invigilator's Signature :

CS/BHM(OLD)/SEM-7/HM-704/2011-12

2011

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 : 10 × 1 = 10
- i) Among restaurant chains, nowadays sandwich chains are holding maximum market share.
 - ii) Basically inside a restaurant people spend more time during the time of lunch rather than dinner.
 - iii) Forex, Cerelac, Lactogen are the examples of weaning food.
 - iv) Nowadays people have started to think eating out is as cost effective as cooking at home and cleaning up soiled cutlery & crockery.
 - v) Increased salary structure is the only reason for the growth of catering industry.



- vi) In Catering Industry Baby Boomer is one of the future customer segments.
- vii) HACCP was first introduced in England in 1970.
- viii) One of the uses of Microwave is regeneration of food.
- ix) In food production conventional method means traditional cooking method.
- x) Oral Negotiation is an example of formal purchasing.

GROUP – B

(Short Answer Type Questions)

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

- 2. What are the reasons responsible for the growth of catering industry ?
- 3. While developing a menu what are the things we should consider ?
- 4. Define Informal Purchasing & Formal Purchasing.
- 5. Briefly describe Primary Market, Secondary Market and Territory Market.
- 6. What are the reasons responsible for high food cost ?
- 7. Define Sales Mix.

GROUP – C

(Long Answer Type Questions)

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

- 8. What do you mean by market feasibility and what are the things should be considered while you are concentrating on market ?
- 9. Define decision & types of decision. What are the guidelines you should follow while you are analyzing a case study ?



10. What are the different types of diversification we can see in catering business ? What are the advantages of franchising & contract management ?
11. What are the general principles you should consider while you are planning layout for service area & kitchen ?
12. Briefly explain the following stages of food production department :
 - a) Foods in
 - b) Storage
 - c) Preparation
 - d) Cooking
 - e) Holding
 - f) Regeneration
 - g) Presentation.
13. Briefly explain why nowadays our habit of eating out is increasing rapidly.
14. Briefly explain what are the different segments of customers we can see in catering industry.

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