



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BHM/SEM-8/HM-804/2010**

**2010**

**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.*

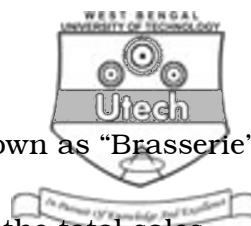
**GROUP – A**

**( 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 example of Variable cost.
- iv) Personal selling & Merchandising have the same meaning.
- v) Quality control helps to improve product or service quality.
- vi) Basic approach of TQM is to “satisfy customer needs”.

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- 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 example 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 × 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. Differentiate between Quality Inspection, 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 × 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 ?
12. What are the basic requirements to plan & setup a restaurant ?
13. Briefly define the different types of market & types of purchasing policies basically a catering industry adopts.

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