	Utech
Name:	
Roll No.:	In Spinish Of Spinish Ling Start Uniform
Invigilator's Signature :	

CS / BHM / SEM-8 / HM-804 / 2011

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)

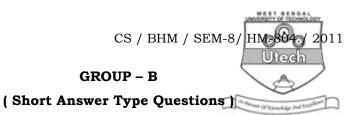
- 1. State true or false for any *ten* of the following : $10 \times 1 = 10$
 - i) Menu rationalization is simplifying of a menu for the sake of operational efficiency and guest satisfaction.
 - ii) Vegans are strict vegetarians who eat no animal products.
 - iii) Substantial discounts on popular menu items is key to successful promotion.
 - iv) Standard yield is mostly checked for meat.

8507 [Turn over

CS / BHM / SEM-8/ HM-804 / 2011

- v) An open-stock item is an item available from more than one supplier.
- vi) The perpetual inventory record can provide managers with a running balance of supplies in stock.
- vii) The standard purchase specification is used by receiving clerk.
- viii) A terminal that allows a server to enter guest orders but not settle guest accounts is called a self-service terminal.
- ix) A market analysis is best defined as a study of the competitor's design, décor and themes.
- x) Static labour is the minimum labour required to run a food service operation, regardless of business volume.
- xi) Moving average method is the forecasting method that places greater value on the most recent historical data.

8507 2



Write short notes on any *three* of the following. $3 \times 5 = 15$

- 2. Merchandising
- 3. Forecasting
- 4. Variance analysis
- 5. State banquet
- 6. Menu mix.

GROUP - C

(Long Answer Type Questions)

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

- 7. Explain 'theme party'. What are the basic arrangements you will plan out for any theme party in your hotel banquet?
- 8. What do you understand by sales promotions? Discuss the important aspects of sales promotion.

CS / BHM / SEM-8/ HM-804 / 2011

- 9. Discuss the importance of F & B control in F & B

 Department. How can you have effective food cost control in

 your hotel?
- 10. Discuss the importance of Standards in F & B Service

 Department. Give examples.
- 11. Illustrate your ideas for promoting a banquet halls in a 5 star hotel.
- 12. Discuss 'Purchasing' for F & B Department of a hotel. What are the different sources of purchase?

=========

8507 4