



Name :
Roll No. :
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.



- 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.



GROUP – B

(Short Answer Type Questions)

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 ?

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