

Total number of printed pages – 4 **B. HMCT**
HMCP 4212

Fourth Semester Examination – 2008

FOOD AND BEVERAGE MANAGEMENT

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 which is compulsory
and any **five** from the rest.*

*Figures in the right hand margin
indicate marks.*

1. Explain in two or three lines : 2×10
- (a) SPS
 - (b) Complex menu
 - (c) Departmental profit margin
 - (d) Lamination
 - (e) Carvery

- (f) Beverage cost
- (g) Product life cycle
- (h) Cyclic Menu
- (i) ASP
- (j) Quality assurance.

2. Illustrate the possible customer reactions to “menu fatigue” in a French Restaurant of four star hotel. Explain the term “Standard Recipe”.
10
3. Food and Beverage Manager has to do their jobs under a lot of constraints due to modern type of competition. Narrate the challenges and the responsibilities of a Food and Beverage Manager.
10
4. A popular chain of Hotels is willing to expand their operations in Eastern India in the field of speciality Restaurants. What are the catering

and marketing consideration to be taken care of for successful implementation of this project.

10

5. What do you understand by “Menu Merchandising” ? Explain about the various “point of sale” facilities meant for 5 star deluxe hotel restaurants.

10

6. Why ‘Menu Engineering’ is important for Managers ? Discuss the strategies to be adopted by Food and Beverage Managers to evaluate each category of menu.

10

7. Define the following terms : 2×5

- (a) Inventory Turn Over
- (b) Bin card
- (c) Perpetual inventory
- (d) Cellar inwards book
- (e) Credit note.

8. Define Performance Measurement. Design approximate financial, catering policies to control and measure the efficiency of Hospital Catering Operations.

10