

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2015-2016

COURSE : 6th Semester of 3-year B.Sc. in H&HA
SUBJECT : Food & Beverage Management
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. Define cost. Explain the elements of cost with examples. (10)

OR

What is cost behaviour? Explain the different types with suitable examples. (4+6=10)

Q.2. Explain the procedure in stages for purchasing, receiving and storing beverages.

OR

List **five** bar frauds and suggest ways to check them. (10)

Q.3. How can menu be an effective tool for marketing? List the factors for designing a menu.

OR

What is the difference between advertising and merchandising? List **five** tools for merchandising. (5+5=10)

Q.4. What is variance analysis? Explain the various variances in food service operations.

OR

What is budgetary control? What are the different budgets prepared in F&B Operations? (10)

Q.5. Discuss five sales concepts citing the advantages of each. (10)

Q.6. What is break-even analysis? What are its uses? Draw an illustration using a suitable example.

(2+4+4=10)

Q.7. Define menu engineering. Explain how the dishes are categorized on the basis of menu engineering.

(3+7=10)

Q.8. List any **five** reports generated in the food service operations and explain the use of each.

(10)

Q.9. Write short notes (**any two**):

- (a) ABC Analysis
- (b) Standard Recipe
- (c) Methods of pricing a menu

(2x5=10)

Q.10. Briefly explain the following terms (**any five**):

- (a) Lead time
- (b) Re-ordering level
- (c) Cumulative reports
- (d) POS
- (e) Standard portion
- (f) Stars
- (g) Puzzlers

(5x2=10)
