

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2014-2015

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. How can menu be used as a powerful tool to promote sales in F&B Operations?
(10)

OR

- (a) Classify costs based on behavioural dynamics. Explain briefly each type.
(b) Discuss the elements of cost.
(5+5=10)

Q.2. Examine in detail the various fraudulent practices that occur in bar operations.
(10)

Q.3. What is budgetary control? State the steps involved in preparing a budget.
(5+5=10)

OR

Elaborate the common methods of pricing of menus followed in catering industry.
(10)

Q.4. Write short notes (**any two**):
(a) MIS
(b) Material variance
(c) POS
(d) Sales summary sheet
(2x5=10)

Q.5. Sales can be expressed in various measures to improve efficiency. Explain in detail the various sales concepts.

OR

What are the methods adopted for purchasing of beverages?
(10)

Q.6. Discuss break-even analysis with the help of a neat chart and suitable examples.

OR

With the help of a flow chart, explain the process of beverage control in a star classified hotel.

(10)

Q.7. (a) Define menu engineering.

(b) Illustrate classification of dishes based on menu engineering.

(5+5=10)

Q.8. Explain briefly (**any five**):

(a) Standard portion size

(b) Standard recipe

(c) Bin card

(d) Zero budget

(e) Sales mix

(f) E.C.R.

(g) Contribution

(5x2=10)

Q.9. (a) List the objectives of inventory control.

(b) Compare and contrast the two commonly used methods of inventory control.

(5+5=10)

Q.10. Match the following:

(a) Dented can of olives

(i) Breakeven

(b) Sizzlers

(ii) Pour brands

(c) Semi variable costs

(iii) Budgetary control

(d) Low profit, high popularity

(iv) Sales promotion

(e) Lead time

(v) Puzzles

(f) High profit, low popularity

(vi) Standard purchase specification

(g) Happy hour

(vii) Cash cows

(h) Cumulative food cost report

(viii) Step costs

(i) Cocktails

(ix) Snowball effect

(j) Angle of incidence

(x) Credit memo

(10x1=10)
