

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA  
ACADEMIC YEAR 2018-2019

COURSE : 6<sup>th</sup> 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. The fixed cost of a pizzeria is Rs.9,00,000/-. The selling price of one pizza is Rs.120/- with the food cost at 50%. From the data provided, apply the formula to determine:  
(a) Breakeven in units.  
(b) Breakeven in sales (money) value (5+5=10)
- OR**
- With the help of a neat diagram, explain breakeven analysis. (10)
- Q.2. What are the menu merchandising tactics engaged in restaurants that help in promoting sales of dishes?  
**OR**  
Discuss the methods of pricing of menus followed by restaurants. (10)
- Q.3. Sales can be expressed in different ways to get a better evaluation of service. Throw light on the various sales concepts. (10)
- OR**
- (a) Discuss the elements of cost.  
(b) Classify costs based on behavioural dynamics. (5+5=10)
- Q.4. Provide details on zero budgeting, highlighting the merits and demerits. (10)
- Q.5. Explain menu engineering with a neat pictographic presentation. (10)
- Q.6. Elaborate on **any five** possible fraudulent practices in bar by the bartender. (10)
- Q.7. Discuss the methods of purchasing beverages. (10)
- Q.8. Discuss the two methods of inventory control. What are the objectives of inventory control? (10)
- Q.9. Write short notes (**any two**):  
(a) Labour variance (b) M.I.S (c) P.O.S (d) Blind receiving (2x5=10)
- Q.10. Match the best pair:

(i) Sizzlers	(a) Perpetual inventory
(ii) Bin card	(b) Budgetary control
(iii) Cocktails	(c) Sales promotion
(iv) Happy hour	(d) Snowball effect
(v) Semi variable costs	(e) Credit memo
(vi) Angle of incidence	(f) Pour brands
(vii) Low profit, high popularity	(g) Cash cows
(viii) High profit, low popularity	(h) Breakeven
(ix) Broken wine, bottle delivery	(i) Step costs
(x) Cumulative food cost report	(j) Puzzles

(10x1=10)

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