

B.H.M.C.T. Sem-VIII (2010 Course) : SUMMER - 2019
SUBJECT: FOOD AND BEVERAGE MANAGEMENT SERVICES

Day: Tuesday
Date: 09/04/2019

S-2019-2484

Time: 10.00 AM To 12.00 Noon
Marks: 40

N.B:

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Assume suitable data, if necessary.
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- Q.1** Attempt **ANY TWO** of the following: **(08)**
- (a) What is franchising? State the advantages of franchising for a franchisor and franchisee.
 - (b) Describe the marketing policy adopted by Fine dining establishments.
 - (c) State the catering policy adopted by QSR/ Retail.
- Q.2** Attempt **ANY TWO** of the following: **(08)**
- (a) List 8 classical Mexican or Italian dishes along with its accompaniments.
 - (b) Explain any Two Food and beverage auxiliary areas in detail.
 - (c) Explain the following (Any four)
i) Nachos. ii) Tempura. iii) Satay. iv) Tapas v) Calzone vi) Welsh rarebit
- Q.3** Attempt **ANY TWO** of the following: **(08)**
- (a) List and explain the characteristics of QSR and Popular catering establishments.
 - (b) Prepare a SWOT analysis for a Fine dining restaurant.
 - (c) Explain the various marketing tools used by Food service establishments.
- Q.4** Attempt **ANY TWO** of the following: **(08)**
- (a) Prepare a marketing policy to be adopted by a Resort to promote Food and beverage sales.
 - (b) Give a comparison of staffing organization of a fine dining establishment and fast food establishment.
 - (c) Plan a festive Indian regional menu and give a Thali layout and order of service.
- Q.5** Attempt **ANY TWO** of the following: **(08)**
- (a) Give the importance of Customer relationship management in food service establishment.
 - (b) Explain the use of SOP's and standardization in QSR.
 - (c) Explain the elements of décor for white table cloth restaurant.

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