

**B.H.M.C.T. SEM-VIII (2010 COURSE) : SUMMER - 2018**  
**SUBJECT : FOOD AND BEVERAGE MANAGEMENT SERVICES**

Day : **Thursday**  
Date : **12/04/2018**

Time : **10.00 AM To 12.00 Noon**  
Max. Marks : 40

**S-2018-2169**

**N.B.**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

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- Q.1** Attempt any **TWO** of the following: **(08)**
- a) Explain the concept of Menu Engineering
  - b) Explain the following tip system adopted by restaurant (**any two**)  
i) Individual System                      ii) Pooling System                      iii) Point System
  - c) Plan an Indian & Continental brunch menu for 150 cover restaurant.
- Q.2** Attempt any **TWO** of the following: **(08)**
- a) Explain the various elements of restaurant design.
  - b) Why the marketing policy of the hotel is more complicated than that of a fine dining restaurant.
  - c) State the procedure to handle the following procedure; (**any two**)  
i) Dish dropped accidentally ii) Fire incident iii) Guest with special needs
- Q.3** Attempt any **TWO** of the following: **(08)**
- a) Describe the factors that affect customers satisfaction.
  - b) What is Franchising? What are the advantages & dis-advantages to the franchisor
  - c) What is the importance of guest relationship in food service establishment?
- Q.4** Attempt any **TWO** of the following: **(08)**
- a) Give the SWOT analysis for QSR
  - b) Explain the factors influencing financial policy of QSR & fine dining restaurant.
  - c) List & explain various marketing tactics followed by catering establishment such as "Meals on Wheels".
- Q.5** Attempt any **TWO** of the following: **(08)**
- a) Explain the following terms; (**any four**)  
i) After wage Profit                      ii) Overhead                      iii) PV Ratio  
iv) Fajitas                      v) Entrecote Au Poivre                      vi) Bruschetta
  - b) Plan traditional regional menu; Draw layout of Thali indicating position of each menu item. (**any two**)  
i) Panjabi                      ii) Rajasthani                      iii) Maharashtrian
  - c) Define Cyclic menu; Give its advantages & dis-advantages.

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