

**B.H.M.C.T. SEM-VIII (2010 COURSE) : WINTER - 2017**  
**SUBJECT : FOOD AND BEVERAGE MANAGEMENT SERVICES**

Day : **Friday**  
Date : **24/11/2017**

**W-2017-1479**

Time : **08.30 AM TO 10.30 AM**  
Max. Marks : 40

**N.B.**

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

**Q.1** Attempt any **TWO** of the following: **(08)**

- a) Define cyclic menu. Give its advantages & dis-advantages.
- b) What is SWOT analysis? Give SWOT analysis for Fine Dining Restaurant
- c) Explain various elements of restaurant design.

**Q.2** Attempt any **TWO** of the following: **(08)**

- a) Describe briefly following aspect which contribute in creating atmosphere of the establishment.  
i) Décor                      ii) Color                      iii) Lights
- b) Compare the service style of the coffee shop & quality restaurant.
- c) What are the factors that make QSR & Popular catering establishments both cost & market oriented?

**Q.3** Attempt any **TWO** of the following: **(08)**

- a) State the procedure for handling following situations;  
i) Bomb Threat                      ii) Lost Child
- b) What is Franchising? What are the advantages & dis-advantages for Franchisor
- c) State the marketing policy adopted by Apartment Hotel.

**Q.4** Attempt any **TWO** of the following: **(08)**

- a) Describe the factors effecting restaurant design.
- b) Explain the following tip system adopted by restaurant (**any two**)  
i) Individual System    ii) Pooling System                      iii) Point System
- c) Give the importance of customer relationship management in food service facilities.

**Q.5** Attempt any **TWO** of the following: **(08)**

- a) Give the classical dishes from the following cuisine (**any four**)  
i) Italian    ii) Spanish    iii) American    iv) Lebanese    v) Greek    vi) Mexican
- b) Plan a Rajasthani traditional menu with thali service & give service sequence of it.
- c) Explain the concept of Menu Engineering.

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