GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER–VII EXAMINATION – SUMMER 2021

Subject Code:173302   **Date: 17/09/2021**
Subject Name:Food & Beverage Control - II
Time: 02:30 PM TO 05:00 PM   **Total Marks:70**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Simple and non-programmable scientific calculators are allowed.**

Q.1	**(a)**	Explain yield management.	**03**
	(b)	Write a short note on KFC as a fast food chain.	**04**
	(c)	What points must be kept in mind when designing menu for restaurants?	**07**
Q.2	**(a)**	Draw a sample airline menu.	**03**
	(b)	Explain why restaurant budgeting is important.	**04**
	(c)	Explain the steps in employee training process.	**07**
		Or	
	(c)	Elaborate on different types of external sources of recruitment.	**07**
Q.3	**(a)**	Explain the term "Banquet Function Prospectus".	**03**
	(b)	Explain four menu item categories in context to menu engineering.	**04**
	(c)	List down different types of seating arrangements in banquets.	**07**
		Or	
Q.3	**(a)**	Draw an organizational hierarchy for Banquet.	**03**
	(b)	Why is human resource planning important in food service establishment?	**04**
	(c)	What factors must be kept in mind when designing a fast food outlet?	**07**
Q.4	**(a)**	Explain primacy and recency theory in menu designing.	**03**
	(b)	Write a note on master budget and sales budget.	**04**
	(c)	Briefly explain financial planning.	**07**
		Or	
Q.4	**(a)**	Write a short note on Banquet.	**03**
	(b)	Describe how menu engineering is helpful in generating profit.	**04**
	(c)	Explain different types of meetings and events.	**07**
Q.5	**(a)**	Explain how MICE benefit hotel industry.	**03**
	(b)	List down the job responsibilities of a Banquet captain.	**04**
	(c)	Explain the nature of operations in airline catering system.	**07**
		Or	
Q.5	**(a)**	What are the objectives of menu engineering?	**03**
	(b)	What factors to be considered when designing an airline menu?	**04**
	(c)	Elaborate on standard operating procedures for banquets.	**07**

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