

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER- VII EXAMINATION – SUMMER 2023

**Subject Code:173302**

**Date:21-06-2023**

**Subject Name: Food & Beverage Control - 2**

**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). Describe menu engineering. **03**  
(b) Write a short note on globalization of fast food. **04**  
(c) Explain the factors that must be considered in designing and development of fast food outlets. **07**
- Q.2** (a) Define “Human Resource Development”. **03**  
(b) Explain Yield Management and its importance. **04**  
(c) Elaborate on McDonald’s as a fast-food chain. **07**
- Or**
- (c) Elaborate on IRCTC catering services. **07**
- Q.3** (a) Briefly describe the Essence of Service. **03**  
(b) Explain primacy and recency theory in menu engineering. **04**  
(c) Explain different types of budget. **07**
- Or**
- Q.3** (a) Draw an organizational chart for Banquet Department. **03**  
(b) Describe Star and Puzzle as menu item categories in menu engineering. **04**  
(c) Elaborate on the guidelines for approval of standalone air catering units. **07**
- Q.4** (a) Write a short note on Recruitment. **03**  
(b) Why good human resource is important for effective restaurant operations? **04**  
(c) List down the job responsibilities of banquet manager. **07**
- Or**
- Q.4** (a) List down any three airline meal codes. **03**  
(b) Explain how MICE can benefit hotels. **04**  
(c) Explain service standards in In-flight Meal service. **07**
- Q.5** (a) Describe Banquet. **03**  
(b) List down internal sources of recruitment. **04**  
(c) Explain how restaurant menu engineering can increase profit? **07**
- Or**
- Q.5** (a) Write a short note on Airport Catering. **03**  
(b) List down the process in Financial Planning & Analysis. **04**  
(c) Discuss few Service Standards in Banquets. **07**

\*\*\*\*\*