Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER– VII EXAMINATION – SUMMER 2024

Subject Code: 173302   **Date:16-05-2024**
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)**.	Describe menu engineering.	**03**
	(b)	Write a short note on globalization of fast food.	**04**
	(c)	List down different internal sources of recruitment.	**07**
Q.2	**(a)**	Define "Quick Service Restaurant".	**03**
	(b)	List down the menu item categories in menu engineering.	**04**
	(c)	Elaborate on catering services provided by IRCTC.	**07**
		OR	
	(c)	Explain service standards in in-flight meal service.	**07**
Q.3	**(a)**	Write a short note on Human Resource Planning.	**03**
	(b)	Explain how MICE can benefit hotels.	**04**
	(c)	Elaborate on convention center service standards.	**07**
		OR	
Q.3	**(a)**	Describe Yield Management. .	**03**
	(b)	Write a short note on airport catering.	**04**
	(c)	What factors must be considered in designing and development of fast food outlet?	**07**
Q.4	**(a)**	Write a short note on Master Budget.	**03**
	(b)	Explain why employee training and development is crucial for operational success?	**04**
	(c)	Elaborate on McDonald's as a fast-food chain.	**07**
		OR	
Q.4	**(a)**	Describe the term "MICE".	**03**
	(b)	Write any four airline meal options.	**04**
	(c)	List down the job responsibilities of a banquet manager.	**07**
Q.5	**(a)**	Write a short note on Convention Center.	**03**
	(b)	Differentiate between master and operational budget	**04**
	(c)	Explain the factors that must be considered in designing and development of fast-food outlets.	**07**
		OR	
Q.5	**(a)**	Draw hierarchy of banquet department.	**03**
	(b)	Write a short note on recent trends in airline catering.	**04**
	(c)	Explain the process of Menu Engineering.	**07**

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