

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER–VII EXAMINATION – SUMMER 2025

Subject Code:173302

Date:12-05-2025

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) What is Menu Engineering? **03**
(b) What are the main objectives of Menu Engineering? **04**
(c) How can Menu Engineering help in increasing profits? **07**
- Q.2** (a) What are the different types of menus used in restaurants? **03**
(b) Describe the process of Menu Engineering. **04**
(c) How do you cost a menu effectively? **07**
- OR**
- (c) How do you categorize menu items according to profit and popularity? **07**
- Q.3** (a) What is the history of fast food joints? **03**
(b) Name some renowned fast food companies and their contributions to the industry. **04**
(c) How has globalization impacted the fast food industry? **07**
- OR**
- Q.3** (a) What are the key considerations in designing a fast food outlet? **03**
(b) How do you develop a successful fast food concept? **04**
(c) What are the major trends in fast food operations? **07**
- Q.4** (a) Why is human resource planning important in the service industry? **03**
(b) What is the essence of service in relation to human resource management? **04**
(c) What are the different types of recruitment methods? **07**
- OR**
- Q.4** (a) What is the significance of training and development in service industries? **03**
(b) How can training programs be effectively developed and implemented? **04**
(c) What are the key components of a successful employee development program? **07**
- Q.5** (a) What is budgeting, and why is it important in financial planning? **03**
(b) What are the different types of budgets used in hospitality management? **04**
(c) How do you analyze financial performance in a service organization? **07**
- OR**
- Q.5** (a) What is the scope of catering services in airlines, airports, and railways? **03**
(b) What are the major trends in airline, airport, and railway catering? **04**
(c) What are the approval and licensing procedures for catering services in these sectors? **07**
