

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

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

# GUJARAT TECHNOLOGICAL UNIVERSITY

BH- SEMESTER– VII EXAMINATION – WINTER 2018

Subject Code: 173302

Date: 17/11/2018

Subject Name: Food & Beverage Control - II

Time: 10:30 AM TO 01:00 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS
Q.1	(a) Distinguish between Menu Planning & Engineering?	03
	(b) How menu engineering is fundamental and detrimental?	04
	(c) Discuss menu promotion in relation to popularity and profit level?	07
Q.2	(a) What is process of menu engineering?	03
	(b) Explain popularity level of a menu?	04
	(c) Elaborate planning of Menu Card of the Day?	07
<b>OR</b>		
Q.3	(c) What is the concept Menu Promotion?	07
	(a) What are concepts to be kept in mind for sports menu?	03
	(b) Elucidate “ Plow Horse Menu”	04
	(c) Discuss about various pricing methods adopted in menu	07
<b>OR</b>		
Q.3	(a) Explain Loss Leader Theory?	03
	(b) Discuss few brands of Fast Food outlets & its popularity	04
	(c) What are various concepts of designing and developing fast food outlet?	07
Q.4	(a) Explain essence of service	03
	(b) Define moment of truth	04
	(c) Discuss in details of human resource & its importance	07
<b>OR</b>		
Q.4	(a) What are modern types of recruitment in food service areas?	03
	(b) What is F& B Budgeting and its types?	04
	(c) Explain the concept of Convention Centre and its operative features?	07
Q.5	(a) What is the concept of yield management?	03
	(b) What is butcher test and its relevance to control process?	04
	(c) How modern day caterer adheres to cost control process?	07
<b>OR</b>		
Q.5	(a) Explain how various systems, process works in control?	03
	(b) How analysis works in deriving yield for profitability?	04
	(c) Elucidate how you set price considering various menu constraints?	07