

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER- VII EXAMINATION – WINTER 2019

Subject Code: 173302

Date: 14/11/2019

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.**

- Q.1*** (a) Explain Menu Engineering & its objectives. **03**
(b) Write a brief note on Globalization of Fast Food. **04**
(c) What are the guidelines for the approval of Standalone Air Catering Units? **07**
- Q.2** (a) Yield Management is very critical to F&B operations. Discuss. **03**
(b) Briefly explain responsibilities of Banquet Manager. **04**
(c) Describe the process of Menu Engineering. **07**
- Or**
- (c) Explain the steps involved in Menu Costing. **07**
- Q.3** (a) Write a note on Catering Services offered by Indian Railways. **03**
(b) What are different sources of Recruitment? Explain. **04**
(c) List down different types of seating arrangements in Convention Centers. **07**
- Or**
- Q.3** (a) Write a note on operations of any one globally recognized Fast Food chain. **03**
(b) Explain Sales & Production Budget. **04**
(c) What different types of Menus are used in Food & Beverage Operations? **07**
- Q.4** (a) Briefly describe the steps involved in Financial Planning. **03**
(b) Why Menu planning is important for success of F & B operations? **04**
(c) List down factors in planning & development of fast food outlets. **07**
- Or**
- Q.4** (a) Write a short note on Yield Management. **03**
(b) Describe service standards in Convention Centre operations. **04**
(c) What are latest trends in Airline Catering? **07**
- Q.5** (a) What is the Essence of Customer Service. **03**
(b) Explain benefits of training for food and beverage staff. **04**
(c) Elaborate on In-Flight Catering market & its key players. **07**
- Or**
- Q.5** (a) Explain MICE and its benefit to Destinations & Hotels. **03**
(b) Explain In-Flight Catering operations in Airline Industry. **04**
(c) List various Management Information System Reports in F & B operations. **07**
