

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

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

## GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER-VII EXAMINATION – WINTER 2020

Subject Code:173302

Date:21/01/2021

Subject Name:Food & Beverage Control - II

Time:10:30 AM TO 12:30 PM

Total Marks: 56

Instructions:

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1	(a)	Explain the elements of Menu Engineering.	03
	(b)	Write a note on “Globalization of Fast Food”.	04
	(c)	Explain how restaurant Menu Engineering can increase profits?	07
Q.2	(a)	Define “Human Resource Planning”.	03
	(b)	List down the process in Financial Planning & Analysis.	04
	(c)	What factors are considered when designing a Fast Food outlet?	07
Q.3	(a)	Describe in brief “Convention Centre”.	03
	(b)	Explain these terms “Stars”, “Dogs”, “Horses” & “Puzzles”.	04
	(c)	Explain the importance of Human Resource in service industry.	07
Q.4	(a)	Explain three different types of Banquet seating.	03
	(b)	Explain the process involved in training of Human Resource.	04
	(c)	List down different types of Internal Sources of Recruitment.	07
Q.5	(a)	Draw an organizational chart for Banquet Department.	03
	(b)	Discuss few trends in Airline Catering.	04
	(c)	Explain Yield Management and its importance.	07
Q.6	(a)	Briefly explain “MICE”.	03
	(b)	Describe Capital & Operating Budget.	04
	(c)	Elaborate on the guidelines for approval of standalone Air Catering units.	07
Q.7	(a)	Briefly describe the Essence of Customer Experience.	03
	(b)	Draw a sample Airline menu for in-flight catering operations.	04
	(c)	Discuss job responsibilities of Banquet Manager.	07
Q.8	(a)	Explain in brief Railway Catering operations.	03
	(b)	Discuss few Service Standards in Banquets.	04
	(c)	Setting Targets can improve business performance. Explain.	07

\*\*\*\*\*