

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT - SEMESTER-VII EXAMINATION – WINTER 2021

Subject Code:173302

Date:15/12/2021

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.
4. Simple and non-programmable scientific calculators are allowed.

- Q.1** (a). Describe menu engineering and its objectives. **03**
(b) Write a short note on globalization of fast food. **04**
(c) Elaborate on different types of menu. **07**
- Q.2** (a) Define “Human Resource Planning”. **03**
(b) How Menu engineering can help restaurants increase profits? Explain. **04**
(c) Elaborate on KFC as a fast food chain. **07**
- Or**
- (c) List down different types of catering services provided by IRCTC. **07**
- Q.3** (a) Briefly describe the Essence of Customer Experience. **03**
(b) Explain the importance of Yield Management. **04**
(c) Explain different types of budget. **07**
- Or**
- Q.3** (a) Draw the hierarchy of kitchen stewarding department. **03**
(b) Describe menu engineering categories. **04**
(c) Elaborate on the guidelines for approval of standalone air catering units. **07**
- Q.4** (a) Write a short note on Recruitment. **03**
(b) Why good human resource is important for effective restaurant operations? **04**
(c) List down Banquet service standards. **07**
- Or**
- Q.4** (a) Describe the term “Banquet”. **03**
(b) Explain how MICE can benefit hotels. **04**
(c) Explain service standards in In-flight Meal service. **07**
- Q.5** (a) Write a short note on Welfare Catering. **03**
(b) Discuss sources of external sources of recruitment. **04**
(c) Explain the factors that must be considered in designing and development of fast food outlets. **07**
- Or**
- Q.5** (a) Describe in brief “Convention Centre. **03**
(b) Highlight the importance of human resource planning and development. **04**
(c) What factors must be considered when designing a restaurant menu. **07**
