

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER-VII EXAMINATION – WINTER 2022

Subject Code:173302

Date:07-01-2023

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) Explain the term “Menu Engineering”. **03**
(b) Briefly explain “Key Performance Indicators”. **04**
(c) Explain the factors that must be kept in mind while designing menu. **07**
- Q.2** (a) Briefly explain “Quick Service Restaurant”. **03**
(b) Describe Railway Catering. **04**
(c) Elaborate on designing and development of fast food outlet. **07**
- OR**
- (c) Explain the process of setting up outlets in airport. **07**
- Q.3** (a) Describe “Banquet”. **03**
(b) Explain how financial planning and management is crucial for operational success. **04**
(c) What are the different sources of recruitment? **07**
- OR**
- Q.3** (a) Write a short note on KFC. **03**
(b) Explain the food items categories in menu engineering. **04**
(c) Employees are crucial to the success of the restaurant. Explain. **07**
- Q.4** (a) Explain the term” Customer Service”. **03**
(b) Elaborate on In-flight food and beverage service standards. **04**
(c) Explain different types of seating arrangements in convention center. **07**
- OR**
- Q.4** (a) Write a short note on “Human Resource Planning”. **03**
(b) Explain the job responsibilities of a convention services manager. **04**
(c) Explain different types of licenses and permits for fast food outlets. **07**
- Q.5** (a) Explain “Master Budget”. **03**
(b) Elaborate on Airport Catering. **04**
(c) Explain the scope and trends in airline catering. **07**
- OR**
- Q.5** (a) Describe “MICE.”. **03**
(b) Write a short note on globalization of fast food. **04**
(c) Explain the process of menu engineering. **07**
