

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT - SEMESTER- VII EXAMINATION – WINTER 2023

Subject Code:173302

Date:04-12-2023

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) Write a short note on fast food globalization. **03**
(b) Explain Menu Engineering and its objectives. **04**
(c) List down the factors that must be considered while designing the menu. **07**
- Q.2** (a) Define “Recruitment”. **03**
(b) Explain the importance of human resource planning and development. **04**
(c) What factors are considered when designing a Fast Food outlet? **07**
- OR**
- (c) Elaborate on KFC s as a fast food chain. **07**
- Q.3** (a) Describe in brief “Human Resource Planning”. **03**
(b) Describe MICE and how it benefits hotels. **04**
(c) Explain the process of menu engineering. **07**
- OR**
- Q.3** (a) Draw the hierarchy of Kitchen Stewarding Department. **03**
(b) Briefly explain menu item categories in menu engineering. **04**
(c) List down different types of catering services provided by IRCTC. **07**
- Q.4** (a) Write a short note on Yield Management. **03**
(b) Draw an Airline menu for in-flight catering operations. **04**
(c) Explain Yield Management and its importance. **07**
- OR**
- Q.4** (a) Briefly explain Master Budget. **03**
(b) Write a short note on Convention Center. **04**
(c) Elaborate on In-flight food service operations. **07**
- Q.5** (a) Write a short note on fast food restaurant. **03**
(b) List down four different types of banquet seating. **04**
(c) List down different types of external sources of recruitment. **07**
- OR**
- Q.5** (a) Briefly describe the Essence of Customer Service. **03**
(b) Elaborate on service standards in In-Flight meal service. **04**
(c) Describe the steps in financial planning process. **07**
