

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT- SEMESTER-VII EXAMINATION – WINTER 2024

Subject Code:173302

Date:21-11-2024

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.**

	MARKS
Q.1 (a) Explain yield management.	03
(b) Draw an organizational hierarchy for Banquet.	04
(c) What factors must be kept in mind when designing a fast-food outlet?	07
Q.2 (a) Write a short note on Banquet.	03
(b) Describe how menu engineering is helpful in generating profit.	04
(c) Employees are crucial to the success of the restaurant. Explain.	07
OR	
(c) Elaborate on designing and development of fast-food outlet.	07
Q.3 (a) Explain Menu Engineering & its objectives.	03
(b) Write a brief note on Globalization of Fast Food.	04
(c) Setting Targets can improve business performance. Explain.	07
OR	
Q.3 (a) Briefly explain “MICE”.	03
(b) Explain three different types of Banquet seating.	04
(c) Discuss menu promotion in relation to popularity and profit level?	07
Q.4 (a) Define moment of truth.	03
(b) What is F& B Budgeting and its types?	04
(c) Elucidate how you set price considering various menu constraints?	07
OR	
Q.4 (a) Describe in brief “Convention Centre”.	03
(b) Describe Capital & Operating Budget.	04
(c) Explain service standards in In-flight Meal service.	07
Q.5 (a) Explain how MICE benefit hotel industry.	03
(b) List down the job responsibilities of a Banquet captain.	04
(c) Elaborate on standard operating procedures for banquets.	07
OR	
Q.5 (a) What are the main types of food services offered on trains?	03
(b) Explain these terms “Stars”, “Dogs”, “Horses” & “Puzzles”.	04
(c) Discuss few brands of Fast-Food outlets & its popularity.	07
