

EXECUTIVE MBA INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBAlHM)

Term-End Examination
December, 2013

MHY-021 : FOOD AND BEVERAGE SERVICE
MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.

1. "Designing of menu increases image and profitability of an eating outlet". Elucidate. 20
2. List various types of catering establishments. 20
Explain any two with salient features and differences in menu planning.
3. Write an essay on " Significance of maintaining healthy customer relations for a hospitality organisation". 20
4. Explain the term 'sales promotion'. What are the various tools used in a F & B outlet for Sales Promotion ? 20

5. Describe the process of storing and issuing Alcoholic Beverages in a hospitality organisation. 20
6. Write notes on : 10x2=20
(a) Cost control measures used in F & B outlets.
(b) Cost cycle.
7. Classify wines. Explain process of production of table wines. 20
8. Write short notes on : 5x4=20
(a) Bourbon whisky
(b) Russian vodka
(c) Gimlet
(d) Shandy
9. Explain Bulk cooking. Describe cooking equipments required for 1000 pax outdoor dinner function. 20
10. Explain Banquet Function Prospect (BFP). 20
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