

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT (MBA IHM)**

00282 **Term-End Examination**

**December, 2014**

**MHY-004 : RESTAURANT MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer any **five** questions. All questions carry equal marks.

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1. What is Sales Promotion ? Explain the techniques of sales promotion followed in five-star hotels. 20
2. Describe in detail the functioning of the Stewarding department of a hotel. 20
3. Explain the process of storage of wine. 20
4. How can 'value for money' aspect help in increased sales creation ? Discuss with examples. 20
5. What are the cost constraints of a Food and Beverage outlet ? 20

6. Write short notes on any **two** of the following : 2×10=20
- (a) Customer Relations
  - (b) Development of a good Food and Beverage team
  - (c) Performance Measurement Training
7. As a restaurant manager, how would you use different methods of revenue control ? 20
8. As a banqueting manager, detail things that should be kept in mind while organizing a wedding party. 20
9. What are wines and spirits ? Give five examples of each. 20
10. Write short notes on any **two** of the following : 2×10=20
- (a) Service Area
  - (b) Hostess Desk
  - (c) Silver Service
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