

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2016

**BHY-050 : SPECIALIZATION IN FOOD AND
BEVERAGE SERVICE MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

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

1. Explain the different techniques of pricing menus emphasizing the advantages and disadvantages of each. **10+10**
List and briefly explain five points to be kept in mind while a menu layout is made.
2. (a) What is menu merchandising ? **10+10**
(b) What are the common constraints of menu planning ?
3. List the points which will be kept in mind while planning a Mexican menu for a young couple. **20**
Make a dinner menu for the couple.
4. Write in detail various licenses required for a bar attached to a hotel. **20**
5. Make a bar menu for 60 cover bar of a five star hotel and list the equipments both major and minor required to operate a bar efficiently. **20**

6. Take the booking of a marriage party and make a menu for marriage buffet for 1000 pax in a farm house. 20
7. Write in detail the qualities and duties of a bar manager. 20
8. How will you ensure the staff cost control and the best quality of service in food and beverage department having banquet halls, bars and buffet restaurant ? 20
9. Explain briefly (any two) : 10+10
- (a) Bar Frauds
 - (b) Bar Menu
 - (c) Methods of Printing menus
10. Write brief notes on (any four) : 4x5=20
- (a) Theme Dinner
 - (b) Types of bars
 - (c) Upselling
 - (d) MICE
 - (e) Performance measures
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