

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2014

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. How do you differentiate between selling and upselling? Enlist atleast ten methods of upselling in a F and B outlet. 20
2. Design a menu for an elderly person using Mexican Cuisine, giving reasons for your selection. 20
3. Explain various licenses required for a bar. 20
4. As an event manager, how will you plan and manage food service facilities in an exhibition. Discuss. 20
5. Explain the methods of identifying needs of training for F and B staff. Enlist the methods for the training also. 20
6. Make duty roster for 100 covers speciality restaurant of a five-star hotel for a fortnight. 20

7. Explain the steps involved in organizing a food festival. 20
8. Explain the characteristics of target clientele for a bar. Also the methods to attract them to visit your bar. 20
9. Explain briefly (**any two**) : 10+10=20
- (a) Bar frauds
 - (b) Merchandising
 - (c) Performance measures
10. Write brief notes on : 5x4=20
- (a) Bitters
 - (b) Mise-en-scene
 - (c) EPNS
 - (d) Oyster
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