

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

00364

Term-End Examination

June, 2014

MHY-004 : RESTAURANT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What is 'Sales Promotion' ? Give examples of Sales Promotion in a Quick Service Restaurant (QSR). 10+10=20
2. Explain the process of storing and issuing of alcoholic and non-alcoholic beverages. 20
3. How can location of a restaurant help in increased sales creation ? Discuss with examples. 20
4. What are the constraints of a F & B outlet in introducing variety in the menu ? 20
5. Write notes on any two : 10+10=20
 - (a) Customer Relations
 - (b) Development of a good F & B team
 - (c) Performance measure and training
6. Write in detail the essentials of a good control system in a restaurant. 20

7. Why is the upkeep and maintenance of storage and dispensing equipment important ? Discuss with examples. **20**
8. As a F & B Manager detailings that should be kept in mind while organising a corporate compaign. **20**
9. What are Cocktails & Mocktails ? Give recipes of any five. **10+10=20**
10. Write detailed notes on following : **10x2=20**
- (a) Back area
 - (b) Buffet area
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