

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

00694 **Term-End Examination**

June, 2019

**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. Explain the importance of Menu Merchandising.
List and explain the common pricing methods
followed in F & B establishments. 20

2. List the points to be kept in mind while planning
an Oriental cuisine based fine dine F & B outlet.
List any five classical Oriental dishes. 20

3. Explain how customer feedback and grievance are handled by F & B Department. Give examples. 20
4. Write short notes on the following : 2×10=20
- (a) Mexican Cuisine
 - (b) Licenses required for a Bar
5. Explain in detail about supervisory responsibilities of a good F & B supervisor. 20
6. What are the methods of Performance Appraisal in F & B outlets ? How does it help in developing a good F & B team ? 20
7. What are the different types of bars ? How do location and ambience play a role in popularising a bar ? Explain with the help of suitable examples. 10+10=20
8. Sketch a 'U' shape bar layout and label its parts. 20
9. "MICE industry has great prospects in India." Justify the statement. Give names of five MICE destinations in Asia. 20
10. Write short notes on the following : 4×5=20
- (a) Upselling
 - (b) Taking Booking in an Event
 - (c) Duty Rosters
 - (d) Target Clientele of a Bar