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**EXECUTIVE MBA INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBAIHM)**

Term-End Examination

June, 2015

**MHY-021 : FOOD AND BEVERAGE SERVICE
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. Each question carries equal marks.

1. Differentiate between fine dining restaurant and quick service store. **20**
2. What is the importance of 'Guest satisfaction' for a food and beverage outlet. How is it ensured? **20**
3. Give examples and three brand names of following: **4x5=20**
 - (a) Red wine
 - (b) Rose wine
 - (c) White wine
 - (d) Fortified wine
4. Explain Mocktails. Give recipes of five mocktails. **20**
5. Explain procedure of making beer. Give five brand names of international beers. **20**

6. Explain beverage control procedure that is effective to ensure higher profitability. 20
 7. Classify spirits. Give five brand names of each. 20
 8. Provide Standard purchase specifications of perishable items for a restaurant. 20
 9. "Role of feed back is the most important in sales promotion." Justify. 20
 10. "Stewarding department is backbone for smooth operation of F&B division of any five star hotel". Write detailed note on this statement with suitable example. 20
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