

00330

**BACHELOR DEGREE IN HOTEL  
MANAGEMENT**

**Term-End Examination  
December, 2011**

**BHY-029 : FOOD & BEVERAGE MANAGEMENT  
CONTROL**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Elaborate on principal purpose of food and beverage planning and control systems. 20
2. How would you design a 'good' menu? Provide examples to justify your answer. 20
3. Write short notes on following : (*any two*) 10x2=20
  - (a) Purchase specifications - LIFO
  - (b) FIFO
  - (c) Dispense Bar
4. What is a contribution margin? How does it help in deciding selling price of an item? 20

5. Write short notes on following : (*any two*) 10x2=20
- (a) Puzzles
  - (b) Plowhorses
  - (c) Menu Engineering
6. How do you deal with 'stars' and 'dogs' on BCG matrix of a menu ? 20
7. Explain factors influencing the decision to select a banquet menu for a hotel. 20
8. Design beverage control system for a new hotel property with multi-location licenses. 20
9. How would you ensure effectiveness of revenue control system of an hotel outlet ? 20
10. Elaborate factors influencing menu pricing for a standalone restaurant. 20
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