

**BACHELOR IN HOTEL MANAGEMENT  
(BIHM)**

**Term-End Examination  
December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What are the responsibilities of Food and Beverage Controller ? Explain in detail. 20
2. Explain the various steps taken by Food and Beverage management to ensure quality in Food and Beverage operations. 20
3. Plan a menu for South Indian Weddings party. Justify your planning. 20
4. As Food and Beverage manager, how will you analyse your organization with the competitor on the basis of SWOT Analysis. 20
5. (a) Explain the importance of menu merchandising. 10  
(b) List and explain common pricing methods used in catering establishments. 10

6. What are the various factors to be kept in mind for planning and compilation of menu ? Justify your answer. 20
7. Write short notes on : 4x5=20  
(a) Types of menu  
(b) Thali service  
(c) Menu Fatigue  
(d) Bar frauds
8. Explain in detail how food and beverage costing can help in managing the food and beverage outlets profitably. 20
9. (a) Differentiate between cocktail and dispense bar. 10  
(b) How would you ensure proper cellar control ? 10
10. Why is an effective record keeping and accounting system necessary in Food and Beverage operations ? 20
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