

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

00191

December, 2014

**BHY-050 : SPECIALIZATION IN FOOD AND  
BEVERAGE SERVICE MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

---

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

---

1. Explain the origin of menu. Also explain the different types of menus used by catering establishments. 20
2. Suggest some of the upselling methods used by a food and beverage service facility. 20
3. Explain the role of atmosphere and décor in designing a bar. 20
4. Explain the various records maintained in a bar. Give proforma for any two. 20
5. What is an event management process? Explain its various stages taking any hospitality example. 20

6. Explain the various techniques used to promote a MICE event. 20
7. Discuss the various methods of performance appraisal in Food and Beverage outlets. 20
8. Explain the importance of customer relations in Food and Beverage industry. 20
9. Explain the following : 10+10=20
- (a) American vs French Cuisine
  - (b) German vs Spanish Cuisine
10. Write brief notes on the following : 4×5=20
- (a) Tent Cards
  - (b) Licenses required by Bar
  - (c) Duty Roster
  - (d) KOT
-