

**BACHELOR DEGREE IN HOTEL
MANAGEMENT**

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

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

1. Explain factors that influence menu planning. 20
2. (a) Suggest a banquet menu for 300 pax wedding party. 10
(b) What is 'Thali' service ? How do you maintain variety in this type of menu ? 10
3. How would you ensure beverage control in a large out let having five restaurants serving alcohol ? 20
4. What are different types of menus in a hotel ? Explain with examples. 20
5. What is menu fatigue ? How can it be avoided ? 20

6. Suggest revenue control procedure for a large hotel. 20
 7. (a) What do you do with Puzzles on the menu ? 10
(b) Should we discard dogs on the menu ? 10
 8. Suggest menu pricing strategy for a restaurant having stiff competition. 20
 9. Why would you suggest SWOT analysis for a restaurant ? 20
 10. What are the measures that can be undertaken to ensure quality in a restaurant ? 20
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