

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. What do you mean by Menu Merchandising ? In order to increase the merchandising value of menus, which points should be considered ? 20
2. Explain in brief the different types of menus. Make a weekly cyclic menu for Institute's hostel and write the advantages of cyclic menus. 20
3. Cost of printing restaurant's menu is very high; how to control the same. Explain with examples different methods of printing menus. 20
4. (a) Plan a buffet menu for the luxury dinner party hosted by chief minister. Expected guests from various countries are 500. 10+10
(b) List the equipments, cutlery, crockery, etc. required for the service of above mentioned buffet cum sit down menu.

5. Explain with specimen formats of *any two* : 20
- (a) Goods Received Book
 - (b) Purchase Book
 - (c) Meat Tag
6. In most well managed bars, it is still possible for 20
dishonest, as unscrupulous bartender to cheat
both the house and the customer by following
mal-work practices which amount to fraud.
Describe the nature and prevention of the
following bar frauds :
- (a) Over purchasing
 - (b) Under pouring
 - (c) Dilutions
 - (d) Substitutions
7. (a) Write in brief different types of bars. Explain 5x4=20
any one of them in detail.
- (b) What are the different types of clientele's of
a good bar ? Which type of clienteles will
you target the most to improve the sale and
why ?
 - (c) Location, atmosphere, decor are chosen very
carefully for a good bar. Explain.
 - (d) Explain various licences required for
different types of bars in your state.

8. Write in detail the duties and attributes of Bar Manager. 20
9. Make duty roster for 100 covers coffee shop of a five star hotel for a fortnight. 20
10. (a) What do you mean by events ? Explain. $4 \times 5 = 20$
(b) List the different types of functions under event management. Explain.
(c) What points will be kept in mind for booking 50th Marriage Anniversary Function ?
(d) You are required to organise Kashmiri Theme Meal in your Restaurant. What points will you keep in mind ? Explain.
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