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**BACHELOR IN HOTEL MANAGEMENT  
(BIHM)**

**Term-End Examination**

**June, 2014**

**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 in detail the objectives of food and beverage management. 20
2. How would you ensure total quality management in catering establishments. 20
3. Menu engineering helps to a great extent in deciding the suitability of a menu item on the menu card. Explain how ? 20
4. With the help of examples explain South Indian cuisine for special occasions. 20
5. Discuss the various methods that are used for pricing the items listed in the menu. 20

6. (a) List and explain measuring devices available for exercising portion control in Bars. 10  
(b) What factors are kept in mind for storing of wines in cellars. 10
7. Write short notes on : 4x5=20  
(a) Menu as marketing tool  
(b) Constraints of food and beverage management  
(c) Traditional Indian service  
(d) Types of menu
8. Explain in detail the basic steps in the control process of food and beverage department. 20
9. How would you ensure revenue control of a large hotel ? 20
10. Why is it necessary to conduct SWOT Analysis for any food and beverage outlet ? 20
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