

00144

**EXECUTIVE MBA INTERNATIONAL  
HOSPITALITY MANAGEMENT (EMBAIHM)**

**Term-End Examination**

**June, 2014**

**MHY-021 : FOOD AND BEVERAGE SERVICE  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*

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1. "Customer satisfaction is proportionate to value for money". Justify this statement with examples of a food and beverage establishment. **20**
2. Explain importance of location and accessibility for setting up an F & B establishment. **20**
3. Draw the formats and explain performance appraisal methods used in F & B establishment for their staff. **20**
4. What is training need analysis ? Explain various methods of conduction T.N.A in an organisation. **20**
5. Define cost control. Explain different types of costs with example. **20**

6. Write short notes on : 5x4=20  
(a) Cost  
(b) Stock  
(c) Control Cycle  
(d) Objectives of F & B control
7. Classify spirits. Explain various types of whisky 20  
along with three brand names of each.
8. Write short notes on : 5x4=20  
(a) French wines  
(b) Australian wines  
(c) Italian wines  
(d) South African wines
9. What all steps be involved while arranging a 20  
theme party ? Explain considering Rajasthani  
theme.
10. Explain arrangements required for arranging 20  
seminar for 500 Pax on solar energy.
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