Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT - SEMESTER–VII EXAMINATION – WINTER 2015

Subject Code: 173302 **Date: 17/12/2015**

Subject Name: Food & Beverage Control II

Time: 10:30am to 1:00pm **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Differentiate between menu engineering & menu planning?	**07**
	(b)	Explain the various levels of menu engineering?	**07**
Q.2	**(a)**	Modern chefs are promoting & adopting menu engineering, Justify the statement?	**07**
	(b)	What are the core values of fast food restaurant operations?	**07**
		OR	
	(b)	Explain any two multinational fast food chain & its operations?	**07**
Q.3	**(a)**	Elaborate the points to be considered for layout of fast food chain?	**07**
	(b)	How you can manage human resource in food & beverage operation?	**07**
		OR	
Q.3	**(a)**	Role of Training & Development in controlling costs, discuss?	**07**
	(b)	How beverage cost can be controlled, discuss with your own views?	**07**
Q.4	**(a)**	Elaborate various cost components of F&B Operations?	**07**
	(b)	How a manager can reduce human resource cost by means of standard operation?	**07**
		OR	
Q.4	**(a)**	Elaborate the financial management understanding for food service operation?	**07**
	(b)	Explain various management information system generated reports analyzed for F&B operation?	**07**
Q.5	**(a)**	Explain Yield Management? How it helps in achieving objectivity?	**07**
	(b)	What are the various measures needed for calculating yield.	**07**
		OR	
Q.5	**(a)**	Define the terms: Meeting, Incentive, Convention & Exhibition	**07**
	(b)	Explain catering system in Airline Catering?	**07**

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