CLASS: BHMCT   SEMESTER: V
BRANCH: HMCT   SESSION : MO/2018

SUBJECT : HM5023-FOOD & BEVERAGE SERVICE-V

TIME: 1.5 HOURS   FULL MARKS: 25

INSTRUCTIONS:
1. The total marks of the questions are 30.
2. Candidates may attempt for all 30 marks.
3. In those cases where the marks obtained exceed 25 marks, the excess will be ignored.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. The missing data, if any, may be assumed suitably.

Q1   (a)   What are the characteristics of a la carte menu?   [2]
     (b)   Briefly explain 'Monopolistic Approach' and 'Low-cost Approach' of menu pricing.   [3]

Q2   (a)   Differentiate between fixed and cyclic menu.   [2]
     (b)   How optimum utilization of food plays an important role in menu planning?   [3]

Q3   (a)   Differentiate between direct and indirect competition.   [2]
     (b)   Differentiate between Private Limited Co. & Public Limited Co.?   [3]

Q4   (a)   Define sole proprietorship.   [2]
     (b)   How 'good lighting' is different from 'bad lighting' in terms of restaurant designing?   [3]

Q5   (a)   Differentiate between formal, semi-formal and informal banqueting.   [2]
     (b)   What are the responsibilities of banquet sales manager?   [3]

Q6   (a)   Briefly explain base price method of menu pricing.   [2]
     (b)   Explain 'four box analysis'.   [3]

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