

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)**

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER: VII
SESSION : MO/2018**

SUBJECT : HM7033 FOOD & BEVERAGE MANAGEMENT

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.
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- Q1 (a) Why feasibility study is important for a Restaurant planning? [2]
(b) Differentiate between Direct competitors and Indirect Competitors. [3]
- Q2 (a) Explain Capital structure. [2]
(b) What are the factors considered for site selection of a project? [3]
- Q3 (a) What is cyclic menu? [2]
(b) Explain the factors affecting menu planning. [3]
- Q4 (a) What is food cost? [2]
(b) Discuss the importance of sales report. [3]
- Q5 (a) Define Menu engineering. [2]
(b) What are the four key menu categories? [3]
- Q6 (a) Explain sales mix. [2]
(b) If Food cost= Rs. 96,678/-, Beverage cost= Rs. 12,188/- & Variable labour cost is 40% of total labour cost Rs. 81259/-. Find the total variable cost. [3]

::: 12/09/2018 M :::::