

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

**CLASS: BHMCT  
BRANCH: HMCT**

**SEMESTER : VII  
SESSION : MO/18**

**SUBJECT: HM7033 FOOD & BEVERAGE SERVICE MANAGEMENT**

**TIME: 3 HRS.**

**FULL MARKS: 60**

**INSTRUCTIONS:**

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
  2. Candidates may attempt any 5 questions maximum of 60 marks.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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|---|-----|
| Q.1(a) What is Menu Planning?   | [2] |
| Q.1(b) What are the objectives of good layout?  | [4] |
| Q.1(c) Discuss the various stages of Restaurant planning.                                 | [6] |
| Q.2(a) Define Menu engineering.   | [2] |
| Q.2(b) Briefly describe the menu engineering process.                                     | [4] |
| Q.2(c) Discuss the concept of menu life cycle.  | [6] |
| Q.3(a) What is sales forecasting?   | [2] |
| Q.3(b) Discuss the significance of sales report.  | [4] |
| Q.3(c) Discuss the various steps in controlling the food costs.                           | [6] |
| Q.4(a) What is food quality?  | [2] |
| Q.4(b) Write about 'Top down selling'.  | [4] |
| Q.4(c) Discuss briefly about significance of Feedback for improvement in service quality. | [6] |
| Q.5(a) What is suggestive selling?  | [2] |
| Q.5(b) Write about Total Quality Management.  | [4] |
| Q.5(c) Discuss the goal and role of Promotion.  | [6] |
| Q.6(a) What is interpersonal communication?   | [2] |
| Q.6(b) Write about conflict resolution technique.   | [4] |
| Q.6(c) Explain different types of complaints.   | [6] |
| Q.7(a) Define Motivation.   | [2] |
| Q.7(b) Discuss the standard procedure of handling complaints.                             | [4] |
| Q.7(c) State various ways to overcome cultural barriers at work place.                    | [6] |

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