

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

**CLASS: BHMCT
BRANCH: BHMCT**

**SEMESTER: V
SESSION : MO/2019**

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.
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- Q1 (a) Classify menu based on scheduling and explain all of them. [2]
(b) What are the constraints of menu planning? [3]
- Q2 (a) Differentiate between monopolistic and low-cost approach of menu pricing. [2]
(b) Briefly explain 'pricing factor' method of menu pricing with a suitable example. [3]
- Q3 (a) Which factors are to be considered while selecting the location of a proposed restaurant? [2]
(b) Briefly explain various types of competition with suitable example. [3]
- Q4 (a) What are the characteristics of partnership business? [2]
(b) Compare public limited and private limited company. [3]
- Q5 (a) What are the responsibilities of banquet sales manager? [2]
(b) Classify function catering and explain all of them. [3]
- Q6 (a) Differentiate between 'good lighting' and 'bad lighting'. [2]
(b) Briefly explain formal banqueting operation. [3]

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