

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

**CLASS: BHMCT  
BRANCH: HMCT**

**SEMESTER: VII  
SESSION : MO/2019**

**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) What are the ways of raising funds for any business project? [2]  
(b) Why feasibility study is important before planning for a restaurant? [3]
- Q2 (a) Define Menu. [2]  
(b) List the factors considered for menu planning. [3]
- Q3 (a) What is menu engineering? [2]  
(b) What are the strategies for managing Star items? [3]
- Q4 (a) Differentiate between Dogs and Puzzle items. [2]  
(b) Discuss the strategies to manage dogs. [3]
- Q5 (a) What is controlling? [2]  
(b) Discuss the importance of internal control? [3]
- Q6 (a) What is Food cost? [2]  
(b) What are the steps for controlling food cost? [3]

::: 23/09/2019M ::::