

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER : VII
SESSION : MO/19**

SUBJECT: HM7033 FOOD & BEVERAGE SERVICE MANAGEMENT

TIME: 3:00 HOURS

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 feasibility study? | [2] |
| Q.1(b) State the factors considered for evaluation of proposed location of a restaurant. | [4] |
| Q.1(c) Describe the procedure and issues to be determined in project planning. | [6] |
| Q.2(a) What is Menu engineering? | [2] |
| Q.2(b) Explain the importance of menu analysis. | [4] |
| Q.2(c) Discuss about the menu life cycle. | [6] |
| Q.3(a) What are Star menu items? | [2] |
| Q.3(b) How the star menu items are are managed? | [4] |
| Q.3(c) Discuss about the importance of sales records in F&B outlet. | [6] |
| Q.4(a) What are variable costs? | [2] |
| Q.4(b) Explain the importance of suggestive selling. | [4] |
| Q.4(c) Feedback of customer is important for quality service, Discuss. | [6] |
| Q.5(a) What is marketing mix? | [2] |
| Q.5(b) Explain 4Ps of marketing briefly. | [4] |
| Q.5(c) Discuss about the product life cycle. | [6] |
| Q.6(a) What do you mean by complaint? | [2] |
| Q.6(b) What are the various causes of complaints? | [4] |
| Q.6(c) Discuss the importance of interpersonal communication for the success of an organization. | [6] |
| Q.7(a) Explain the meaning of culture. | [2] |
| Q.7(b) What are the causes of communication barrier? | [4] |
| Q.7(c) Write about the impact of globalization in service industry. | [6] |

:29/11/2019:E