

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI**  
**(MID SEMESTER EXAMINATION MO/2023)**

**CLASS: BHMCT**  
**BRANCH: HMCT**

**SEMESTER : VII**  
**SESSION : MO/2023**

**SUBJECT: HM404 FOOD & BEVERAGE MANAGEMENT**

**TIME: 02 Hours**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	How direct competition is different than indirect competition?	[2]	1 3
Q.1(b)	What are the characteristics of 'Private Limited Co.'?	[3]	1 2
Q.2(a)	Differentiate between short-term and long-term borrowing while raising fund for a project.	[2]	1 3
Q.2(b)	Compare sole proprietorship and partnership business.	[3]	1 4
Q.3(a)	Differentiate between market driven and demand driven menu pricing approach.	[2]	2 3
Q.3(b)	Briefly explain the factors that are to be considered while selecting the location of a proposed restaurant?	[3]	1 2
Q.4(a)	Briefly explain base price method of menu pricing with a suitable example.	[2]	2 2
Q.4(b)	What are the objectives of menu planning?	[3]	2 2
Q.5(a)	What are the characteristics of 'Dogs'; 'Plough Horses'; 'Puzzles' and 'Stars' in terms of menu engineering?	[2]	2 2
Q.5(b)	What are the constraints of menu planning?	[3]	2 3

:::20/09/2023 M:::