

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2017
(Fifth Semester)

Branch - CATERING SCIENCE & HOTEL MANAGEMENT

FOOD & BEVERAGE SERVICE - IV

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

, ALL questions carry EQUAL marks

(10x2 = 20)

- 1 Define Banquet Toasting.
- 2 What is canopy?
- 3 What is flare lamp?
- 4 Define flambeing.
- 5 What is stem ware?
- 6 What is plate room?
- 7 What do you mean by Telephone selling?
- 8 Define Marketing Research.
- 9 Who is Occasional Guest?
- 10 Define Duty Rota?

SECTION - B (25 Marks!)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5x5 = 25)

- 11 a Write a note on informal Banquet.
OR
b Explain about toast Master.
- 12 a Write about Gueridon Equipments.
OR
b Write a note on carving in Gueridon Service.
- 13 a Describe about Table Ware.
OR
b Factors considered while planning a layout of Ancillary areas Explain.
- 14 a What do you mean by Food Festival and which way it helps to promote a sale?
OR
b How to design a layout of Advertisement and the points to be considered?
- 15 a Write a brief note on cafeteria operation.
OR
b Cross Training - Explain.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 What do you mean by seating Arrangements? - Explain the types of seating arrangements.
- 17 Explain the serving of porsin, steak Tartare and Melon frappe'.
- 18 Explain the factors for planning interiors of F & B outlets.
- 19 Write a detail note oh External selling.
- 20 Customer satisfaction is a key to promote a Restaurant Business - Discuss.

Z-Z-Z

END