

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024  
(Fourth Semester)

Branch – HOSPITALITY MANAGEMENT

**FOOD & BEVERAGE MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. What is a critical aspect of developing the concept for a contract catering service?
  - (i) Offering a limited menu variety
  - (ii) Adhering strictly to traditional recipes
  - (iii) Customizing services to meet client needs
  - (iv) Ignoring client preferences
2. Identify the method used for purchasing perishable foods.
  - (i) Purchasing by contract
  - (ii) Purchasing by daily market list
  - (iii) Purchasing by week
  - (iv) Purchasing by paid reserve
3. The primary purpose of menu planning is
  - (i) To create a visually appealing menu
  - (ii) To set prices for menu items
  - (iii) To design promotional offers
  - (iv) To maximize profitability & customer satisfaction
4. Which of the following is a special problem often encountered in food and beverage control?
  - (i) High employee turnover
  - (ii) Inconsistent customer demand
  - (iii) Seasonal variations in ingredients
  - (iv) Limited storage space
5. Identify the cost which is not in direct proportion to the volume of sales.
  - (i) Fixed cost
  - (ii) Total cost
  - (iii) Variable cost
  - (iv) Semi fixed cost

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a] Define food & beverage management and list its primary goals.  
OR  
b] What is the purpose of a feasibility study in the catering industry?
- 7 a] List down the objectives of receiving foods.  
OR  
b] Write down the purpose of meat tag.
- 8 a] Summarize the components of a comprehensive menu policy.  
OR  
b] Enumerate the points to be considered before pricing the menu.

Cont...

- 9 a] Define food and beverage control and list its primary objectives.  
OR  
b] How does production planning contribute to efficient food and beverage control?
- 10 a] Define budget and write down the objectives of budgetary control.  
OR  
b] List the key components included in a daily food cost report.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a] Write in detail about the various constraints of Food and Beverage Management.  
OR  
b] Discuss the responsibilities of Food and Beverage Management in hotel.
- 12 a] What are the key steps involved in the purchasing procedure for food and beverages?  
OR  
b] Describe the receiving procedures for food and beverages and their significance in maintaining inventory accuracy.
- 13 a] Design a standard menu card template for a fine dining establishment, incorporating sections for appetizers, main courses, beverages, and desserts.  
OR  
b] Assess the importance of menu engineering in optimizing menu profitability and customer experience, with a suitable example.
- 14 a] Discuss about the essentials of a control system in food and beverage department.  
OR  
b] Elucidate on the methods of beverage control.
- 15 a] Discuss the basic stages involved in the preparation of budgets.  
OR  
b] Explain in detail about Break Even Analysis.

Z-Z-Z

END