



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **FBS1533 Food and Beverage Revenue Management**
 Trimester & Year : January - April 2018
 Lecturer/Examiner : Mr. Justin Ho Li Vern
 Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (20 Marks) : Questions 1- 20 are multiple choice questions. Answer in the question paper provided
 - PART B (60 Marks) : FIVE (5) short answer questions. Answer all FIVE (5) questions in the question paper provided.
 - PART C (20 Marks) : ONE (1) essay question. Answer in the question paper provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment and calculator into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 11 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : FIVE (5) short answer questions. Answer all FIVE (5) questions in the question paper provided.

1. The DC Brothers, David, Chai and Brandon own the DC Cucina. David is in charge of marketing and developing his sales forecast for next year. Because of his marketing efforts, he predicts a 5% increase in his monthly guest counts. Using last year's sales and guest counts, estimate David's weighted check average for the year. (7.5 Marks)

Month	Sales Last Year (RM)	Guest Count Last Year	Weighted Check Average
January	56128.00	3800	
February	58688.00	4120	
March	51238.00	4006	
April	48859.00	5960	
May	45858.00	5140	
June	49898.00	5300	
July	57868.00	4621	
August	61818.00	6002	
September	62829.00	6780	
October	52898.00	5381	
November	60888.00	5498	
December	64898.00	5641	
TOTAL			

2. Using the weighted check average calculated in question 1, determine David's projected sales assuming a 5% increase in guest counts. (14 Marks)

Month	Guest Count Last Year	Guest Count Forecast	Weighted Check Average	Projected Sales
January	3800			
February	4120			
March	4006			
April	5960			
May	5140			
June	5300			
July	4621			
August	6002			
September	6780			
October	5381			
November	5498			
December	5641			
TOTAL				

5. Penguin is the beverage director of DC Cucina; he is trying to come out with new recipe for the upcoming cocktails of the month by using PRM Products. With the new recipe, his boss David has given him a Minimum of 20% and Limit of 30% Maximum on the Beverage Cost in percentage. He will need to calculate the portion cost before finding out the beverage cost percentage, below will be the Portion Price Table for Each Cocktail. (15 Marks)

Name	Ingredients	Cost (Bottle)	Portion Cost	Total Portion Cost
Dry Martini	60ML Beefeater Gin 700ML	RM 108.50		
	15ML Martini Dry Vermouth 1L	RM 79.50		
Screwdriver	60ML Greygoose Vodka 700ML	RM 185		
	120ML Orange Juice 5L	RM 36		
Daiquiri	30ML Bacardi Rum 700ML	RM 118		
	30ML Sugar Syrup 1L	RM 7.20		
	30ML Lime Juice 1L	RM 9.20		
Margarita	60ML Patron Tequila 700ML	RM 250		
	30ML Cointreau	RM 110		
	30ML Lemon Juice 1L	RM 9.20		

After that, Penguin needs to calculate the **Beverage Cost Percentage** as he will need to analyze whether is the selling price needs to be remain, increase or decrease. (6 Marks)

Name	Portion Sold	Total Cost	Portion	Selling Price	Total Sales	Beverage %	Beverage Cost %
Dry Martini	32			RM 45			
Screwdriver	60			RM 40			
Daiquiri	88			RM 35			
Margarita	59			RM 35			

After calculating the Beverage Cost Percentage, is all the Cost Remain within 20% - 30% as given by the boss? If no, which of the Cocktails are not within the Beverage Cost of 20% - 30% and what should Penguin do to achieve the Beverage Cost within 20% - 30%? (2 Mark)

END OF PART B

