



**SCHOOL OF HOSPITALITY
FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **FBS1524 FOOD AND BEVERAGE MANAGEMENT**
Trimester & Year : May – August 2018
Lecturer/Examiner : Mr.Gobein
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (70 marks) : FOUR (4) short answer questions. Answers are to be written in Answer Booklet provided.
PART B (30 marks) : ONE (1) essay question. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided

1. Explain each of the following terms **AND** provide an example for each one based on the food and beverage industry practice:

(10 marks)

- a. Legal liabilities
- b. Budget
- c. Purchasing
- d. Menu Engineering

2. A clear relationship exists between catering establishments in the commercial sector and in the welfare sector. Discuss the difference between commercial and non- commercial food service operations.

(20 marks)

3. The menu's function is **NOT ONLY** to inform the guests about food and beverage items that are available. The menu plays an important role in the implementation of the restaurant's marketing plan, financial management and daily operation. Identify **FOUR (4)** menu planning priorities and explain with examples their significance in the three areas of a restaurant business.

(20 marks)

4. Individuals and business entities that review financial information rely on data and information that are collected and reported correctly that yields the required information that accurately reflects the restaurant's financial position.

- a) Analyze **THREE (3)** important things a restaurant manager can learn by reviewing the balance sheet.
- b) Evaluate which statements are most important for restaurants owners and which are most important for its managers? Justify the reason for your answer.

(20 marks)

END OF PART A

PART B : ESSAY QUESTION (30 MARKS)

INSTRUCTION(S): ONE (1) Essay question. Answers are to be written in the Answer Booklet(s) provided.

Food service systems are the human and physical resources that are transformed to produce the outputs.

- a) Briefly describe the food service model.
- b) Explain the adoption of the model by describing the practical events input, transformation and output
- c) Explain the control process step to evaluate and solve problems encountered in the practical event.

(30 marks)

END OF EXAM PAPER