

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **FBS1533 Food and Beverage Revenue Management**
Semester & Year : September – December 2017
Lecturer/Examiner : Mr. Justin Ho Li Vern
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 3 parts:

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 of Hospitality 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 of Hospitality.

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, Justin, Ronald and Mixon own the Wonder Cucina. Justin is in charge of marketing and developing his sales forecast for next year. Because of his marketing efforts, he predicts a 6% increase in his monthly guest counts. Using last year's sales and guest counts, estimate Justin's weighted check average for the year. (7.5 Marks)

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

2. Using the weighted check average calculated in question 1, determine Justin's projected sales assuming a 5% increase in guest counts. (20 Marks)

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

5. Mr. Ikram is the beverage director of Wonder Cucina; he is trying to come out with new recipe for the upcoming cocktails of the month by using MHD Products. With the new recipe, his boss Mr. Justin 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		
	20ML Martini Dry Vermouth 1L	RM 79.50		
Buck's Fizz	30ML Orange Juice 5L	RM 28		
	120ML Moet et Chandon Brut 750ML	RM 195		
Margarita	45ML Jose Quervo Tequila 700ML	RM 98		
	30ML Cointreau 700ML	RM 110		
	30ML Lime Juice 1L	RM 9.20		
Brandy Sour	45ML Henessy VSOP 700ML	RM 165		
	15ML Sugar Syrup 1L	RM 12.50		
	30ML Lemon Juice 1L	RM 9.20		

After getting the **Total Portion Price**, Mr. Ikram 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. (4 Marks)

Name	Portion Sold	Total Portion Cost	Selling Price	Total Beverage Sales	Beverage Cost %
Dry Martini	40		RM 45		
Buck's Fizz	32		RM 40		
Margarita	60		RM 35		
Brandy Sour	89		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 Mr. Ikram do to achieve the Beverage Cost within 20% - 30%? (1 Mark)

END OF PART B

PART C : ESSAY QUESTION (20 MARKS)

INSTRUCTION(S) : ONE (1) ESSAY question. Answer in the question paper provided.

Ms. Intan is the storekeeper for Pawn Room Cocktail Bar at TTDI. Currently she is facing some issues in managing inventory and over expenses as she realized that the bar previous storekeeper has overlooked certain inventory related cost and due to that the inventory system is in a mess and there are even sign that the bar has overspent in inventory cost.

Ms. Intan now will need to do some research and rearrangement in order to guide the Receiving and Store department back to the right track. Here are the few information that Mr. Joseph needs for his company:

- a. What are the 2 common inventory method for restaurant and bar (4 Marks)

- b. What is ABC Inventory? What are the categories in ABC Inventory and what are the steps to follow to develop an ABC Inventory? (10 Marks)
