



**FACULTY OF HOSPITALITY AND TOURISM
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**
Semester & Year : September - December 2019
Lecturer/Examiner : Mixon G Kumaran
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (70 marks) : FOUR (4) questions are short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (30 marks) : ONE (1) essay question that require you to refer to the case study. 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. Describe the following terms **AND** provide relevant examples for each term according to the food and beverage industry standards:
(20 marks)
 - a. Food Cost Percentage
 - b. Contribution Margin
 - c. Cost of Labor
 - d. Menu Planning Steps

2. Food and Beverage Receiving Department has a very important role. Its role is to ensure the quality of products ordered is the same as the quality of products they receive. Discuss the process of receiving as part of the Purchasing quality control system.
(10 marks)

3. Budget is a forecast of future financial activity. In some cases, a budget will be incorrect where the revenue did not reach forecasted level, expenses exceed estimates and internal or external factors were not considered when the budget was prepared which may impact financial performance in a negative or positive way. Monitoring the budget is important for food and beverage establishments. Explain the budget monitoring process and its application in restaurant service.
(20 marks)

4. One of the most important aspect of any restaurant's planning and management process is menu planning. Analyze the importance of the menu for the marketing plan, financial management and daily operation.
(20 marks)

END OF PART A

PART B : ESSAY QUESTION (30 MARKS)

INSTRUCTION(S): ONE (1) essay questions that require you to refer to the case study. Answers are to be written in the Answer Booklet(s) provided.

1. LEGAL ASPECT OF RESTAURANT MANAGEMENT

“SCUZE ME,” slurred the well-dressed man as he brushed by Roger and lurched unsteadily towards the men’s room. Roger watched as the man made his way slowly through the corridor leading to the lounge.

Roger, the general manager of the restaurant, was concerned and followed the guest. ‘Sam,’ said Roger to the bartender, “tell me about the gentleman who just passed me. How many drinks has he been served?”

“Mr. Hayman?” asked Sam from behind the bar. He’s a regular. He’s a nice guy.” “And, ” continued Sam, “He’s a good tipper!”

“Yes, I understand all that,” replied Roger, “but what I asked is about how many drinks he has been served... and I would also like to know how long you have been serving him today.”

Somewhat nervously Sam answered the general manager

- a. If you were the General Manager, what steps would you take to discharge your duty of care?

(15 marks)

- b. Analyze and discuss the legal liabilities of the Manager and property when accidents or injury results from foreseeable events.

(15 marks)

END OF EXAM PAPER