



**SCHOOL OF HOSPITALITY  
FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **FBS1524 FOOD AND BEVERAGE MANAGEMENT**  
Semester & Year : January – April 2017  
Lecturer/Examiner : Mr. Yeoh Tay Boon  
Duration : 3 Hours

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**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. 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 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 = 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

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1. A foodservice operation can adopt different strategies in positioning their operation. They may adopt either a "Cost Leadership", "Differentiation" or "Focus" strategy.

Explain these **THREE (3) STRATEGIES** with relevant examples. With each strategy, give **TWO (2) ADVANTAGES** and **TWO (2) DISADVANTAGES** of the various strategies.

(20 marks)

2. The restaurant "Menu" is an important tool in promoting the dishes in a restaurant. Explain **FIVE (5) CRITERIAS** to be considered in creating a restaurant food menu.

(20 marks)

3. "**Labour Cost**" forms a considerable amount of the operational cost in running a food and beverage operations. Therefore, efficient allocation of manpower is crucial to ensure that manpower is utilized at its optimum level.

Explain **FIVE (5) "Scheduling Principles"** that can be adopted to ensure that this can be achieved.

(15 marks)

4. Setting up an "Operating Budget" is important in a food and beverage business. Explain **FIVE (5)** critical considerations in setting up this budget.

(15 marks)

**END OF PART A**

**PART B : ESSAY QUESTION (30 MARKS)**

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

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1. As an entrepreneur of a food and beverage business, you would like to have a total of 12 restaurants opened by the end of year 2017. You are now considering various types of “Food Service” Systems that can be adopted in your food and beverage operations.

a) Explain the **FOUR (4) TYPES** of Foodservice Systems; Conventional, Centralised (Commissary), Ready-Prepared and Assembly-Served.

(16 marks)

b) Explain **TWO (2) ADVANTAGES** and **TWO (2) DISADVANTAGES** of the various systems stated above.

(8 marks)

c) If you have to decide on a food service system for the operation, which would you choose? Explain 3 (THREE) reasons of your choice.

(6 marks)

**END OF EXAM PAPER**