BERJAYA
UNIVERSITY COLLEGE

FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name   :   **FBS1533 Food and Beverage Revenue Management**
Trimester & Year   :   January 2019 – April 2019
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 = 12 (Including the cover page)

PART B : **SHORT ESSAY ANSWER QUESTIONS (60 MARKS)**

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

1. The DC Brothers, Batman, Superman, Wonder Woman, The Flash, Aquaman and Cyborg are operating the DC Cucina together. Batman and Superman need a list of technology tools that can help the restaurant's system and they need your help to identifying and explaining 6 software programs that can help them in managing the cost of food. (12 Marks)

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2. The DC Brothers, Batman, Superman, Wonder Woman, The Flash, Aquaman and Cyborg are operating the DC Cucina together. Wonder Woman is handling the budgeting part and she is trying to prepare the budget for the year following. Complete the following table for Budgeting and assume each meal served is charged at RM3.50. (10 Marks)

Item	Budget	Actual	% of Budget
Meals served	500,000	818,800	163.76%
Revenue			
Food Expense	RM 170,000	RM 284,961	
Labour Expense	RM 125,000	RM 193,752	
Other Expense	RM 60,000	RM 161,460	
Total Expense	RM 355,000		
Profit	RM 1,395,000		

*Each blank box represents 1 mark each

3. The DC Brothers, Batman, Superman, Wonder Woman, The Flash, Aquaman and Cyborg are operating the DC Cucina together. The Flash and Aquaman are handling the marketing and advertising department and they feel that recently there has been a drop in number of guests visiting their restaurants and they are seeking your help to identify the seven (7) factors that influence guests patronage. (14 Marks)

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4. The DC Brothers, Batman, Superman, Wonder Woman, The Flash, Aquaman and Cyborg are operating the DC Cucina together. Cyborg is the beverage director of DC Cucina; he is trying to develop new recipes for the upcoming cocktails of the month by using MHD Products. With the new recipe, his boss Batman has given him a Minimum of 30% and Limit of 40% Maximum on the Beverage Cost in percentage. He will need to calculate the portion cost before finding out the beverage cost percentage, below is the Portion Price Table for Each Cocktail.   (14 Marks)

Name	Ingredients	Cost (Bottle)	Portion Cost	Total Portion Cost
Shaken Martini	60ML Belvedere Vodka 700ML	RM 108.50		
	15ML Martini Dry Vermouth 1L	RM 75.00		
Screwdriver	60ML Belvedere Vodka 700ML	RM 108.50		
	60ML Orange Juice 1L	RM 9.20		
Whisky Sour	60ML Johnny Walker Scotch Whisky 700ML	RM 128.00		
	30ML Sugar Syrup 1L	RM 7.20		
	30ML Lime Juice 1L	RM 9.20		
Side Car	60ML Hennessy VSOP Cognac 700ML	RM 168.50		
	20ML Cointreau 700ML	RM 128.00		
	20ML Lemon Juice 1L	RM 9.20		

*1 Mark for each answer

5. After that, Cyborg needs to calculate the **Beverage Cost Percentage** as he will need to analyze whether the selling price needs to remain unchanged, increase or decrease.   (8 Marks)

Name	Portion Sold	Total Portion Cost	Selling Price	Total Beverage Sales	Beverage Cost %
Shaken Martini	40		RM 35		
Screwdriver	70		RM 28		
Whisky Sour	82		RM 35		
Side Car	55		RM 40		

*1 Mark for each answer and No marks for total portion cost

After calculating the Beverage Cost Percentage, determine whether all the beverage cost fall within 30% - 40% range as given by the boss? If no, identify which of the Cocktails are not within the Beverage Cost of 30% - 40% and discuss what Cyborg should do to achieve the Beverage Cost within 30% - 40%?   (2 Mark)

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END OF PART B

PART C : **ESSAY QUESTION (20 MARKS)**

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

Question 1

Mr. Mixon is the Store Manager of Navigator Cocktail Bar at Damansara Utama. Currently he is facing some issues in managing inventory as he realized that the previous bartender has overlooked certain inventory related matters.

Mr. Mixon now will need to do some research and rearrangement in order to guide the Purchasing, Receiving and Store Keeping Department back to the right track. Here are the few information that Mr. Mixon needs to set up his company's inventory management system and he can't be doing it alone so you are require to help him on the following issues:

a. Store Keeping department is trying to find out the main reason the inventory is in a messed, list down five (5) factors that determine the inventory level and briefly explain the factors

(5 Marks)

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b. Receiving department had not been practicing the usage of credit memo, there are a lot of loop hole of not using the credit memo so you are require to explain what is credit memo and design a sample credit memo with sufficient information.   (10 Marks)

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Design of Sample Credit Memo

c. Purchasing department is currently undergoing some changes in the purchasing system, they are trying to find out what is the best way to get the best price from the suppliers, you are require to explain 3 ways of getting the best price from supplier. (5 Marks)

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END OF EXAM PAPER