



**FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF HOSPITALITY  
FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **FBS1524 FOOD AND BEVERAGE MANAGEMENT**  
Semester & Year : January – April 2020  
Lecturer/Examiner : Mixon G Kumaran  
Duration : 3 Hours

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**INSTRUCTIONS 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**

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

(10 marks)

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

2. A clear distinction exists between catering establishment in the commercial sector and in the welfare sector. Compare and contrast **FIVE (5)** factors which distinguish food and beverage outlets from the commercial sector and the non-commercial.

(20 marks)

3. The menu's function is **NOT ONLY** to inform the guests about food and beverage items that are available. The menu is very important because it is the implementation of the restaurant's marketing plan, financial management and daily operation. Explain and give an example of the **FOUR (4)** priorities menu planners must consider as they plan the menu.

(20 marks)

4. Individuals and business entities that review financial information will count on it to be collected and reported in a way 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.

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

a) Explain the Food service system model by drawing the diagram with relevant examples.

(20 marks)

b) Illustrate the food services model control process.

(10 marks)

**(30 marks)**

**END OF EXAM PAPER**