

**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 : **FBS1533 Food and Beverage Revenue Management**
Semester & Year : January 2021 – April 2021
Lecturer/Examiner : Mr. Justin Ho Li Vern
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 Marks) : FIVE (5) short answer questions. Answer all FIVE (5) questions in the question paper provided.
PART B (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 = 10 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : FIVE (5) short essays answer questions. Answer ALL 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. (9 Marks)

Month	Sales Last Year (RM)	Guest Count Last Year	Weighted Check Average (RM)
July	RM 58688.00	4120	
August	RM 62829.00	6780	
September	RM 61818.00	6000	
October	RM 64898.00	5600	
November	RM 48859.00	5900	
December	RM 52898.00	5300	
TOTAL			

2. Using the weighted check average calculated in question 1; determine Justin's projected sales assuming a 5% increase in guest counts. (16 Marks)

Month	Guest Count Last Year	Guest Count Forecast	Total Weighted Check Average	Projected Sales (RM)
January	4000			
February	5150			
March	3850			
April	5500			
May	4600			
June	5300			
TOTAL				

3. Mr. Mixon is the Store Manager of Wonder Cucina. Currently he is facing some issues in managing inventory as he realized that the previous bartender has overlooked certain inventory related matters. Store Keeping department is trying to find out the main reason the inventory is in a mess. List down five (5) factors that determine the inventory level and briefly explain the factors . (10 Marks)

4. Mr. Ronald is the storekeeper for Wonder Cucina. Currently he is facing some issues in managing inventory and over expenses. Mr. Ronald now will need to do some research and rearrangement in order to guide the Receiving and Store department back to the right track. He needs to know what the inventory management techniques for ABC inventory are and you are required to share the details with him. (10 Marks)

5. Mr. Ikram is the beverage director of Wonder Cucina; he is trying to develop new recipes for the upcoming cocktails of the month by using MHD Products. For the new recipes, Mr. Ikram needs to maintain a minimum 20% and maximum 30% limit on the beverage cost percentage. He is required to complete the Portion Price Table below by calculating the portion cost and total portion cost. (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		

END OF PART B

PART B : ESSAY QUESTION (20 MARKS)

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

Jana is the General Manager for a new restaurant in the Changkat Restaurant Chain. Sales there are excellent but according to Jana's Regional Manager the new operation is facing some issues in managing inventory and over expenses as he realized that the previous bar storekeeper has overlooked some inventory related costs and due to that the inventory system is in a mess and there are even signs that the bar has overspent in inventory cost

Jana now will need to do some research and rearrangement in order to guide the Receiving and Store department back to the right track. Provide some information to assist Jana and his company:

- a. Describe 2 common inventory method for restaurant and bar (6 Marks)

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- b. Introduce and explain ABC Inventory. What are the categories in ABC Inventory and what are the steps to follow to develop an ABC Inventory? (14 Marks)

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END OF EXAM PAPER