



**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 : **FBS 1524 FOOD AND BEVERAGE MANAGEMENT**  
Trimester & Year : May – August 2024  
Lecturer/Examiner : Mr. Justin  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. **Answers everything in this question paper. 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 question paper.**  
**PART B (30 marks) : ONE (1) Essay question. Answers are to be written in the question paper.**
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 = 4 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION(S) : FOUR (4) questions are definitional and extended short answer questions.**  
Answers are to be this question paper.

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1. Describe each of the following term **AND** provide an example of each from the food and beverage industry:
  - a. Income Statement (3 Marks)
  - b. Labour Cost Percentage (3 Marks)
  - c. Shareholder equity (3 Marks)
  - d. Motivation (3 Marks)
  - e. Distributive bargaining and Integrative Bargaining (4 Marks)
  - f. Assets (4 Marks)
2. Marketing concept is the management philosophy that determines and satisfies the needs and wants of customers is the primary objective of an organization. Please list down all FIVE (5) marketing concepts with their explanations and relevant examples. (10 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. In order to have smooth and profitable revenue from the menu, menu engineering analysis is very important. Please calculate the following menu analysis on next page (30 marks)
4. Ueno restaurant is at the stage of planning for the layout and the Head Chef currently is busy sorting out the menu and he has no time to sort out the equipment. Therefore you as the Executive Sous Chef are requested to sort out the 5 (Five) purchase and selection factors for the food service equipment. (10 marks)

**MENU ENGINEERING WORKSHEET**

Date: 1/1/2018

Restaurant: 2nd Floor Restaurant and Bar

Meal Period: Lunch and Dinner

| (A)<br>Menu Item Name    | (B)<br>Number Sold (MM) | (C)<br>Menu Mix (%) | (D)<br>Item Food Cost | (E)<br>Item Selling Price | (F)<br>Item CM | (G)<br>Menu Costs | (H)<br>Menu Revenues    | (L)<br>Menu CM | (P)<br>CM Category | (R)<br>MM% Category | (S)<br>Menu Item Classification |
|--------------------------|-------------------------|---------------------|-----------------------|---------------------------|----------------|-------------------|-------------------------|----------------|--------------------|---------------------|---------------------------------|
| Tiger Prawn              | 450                     |                     | 3.90                  | 12.50                     |                |                   |                         |                |                    |                     |                                 |
| Snow Crab                | 200                     |                     | 12.50                 | 24.50                     |                |                   |                         |                |                    |                     |                                 |
| Seabass                  | 600                     |                     | 5.50                  | 18.60                     |                |                   |                         |                |                    |                     |                                 |
| Duck                     | 550                     |                     | 7.50                  | 19.80                     |                |                   |                         |                |                    |                     |                                 |
| Tenderloin               | 320                     |                     | 10.90                 | 28.90                     |                |                   |                         |                |                    |                     |                                 |
| Lamb Stew                | 180                     |                     | 8.90                  | 36.20                     |                |                   |                         |                |                    |                     |                                 |
|                          |                         |                     |                       |                           |                |                   |                         |                |                    |                     |                                 |
|                          |                         |                     |                       |                           |                |                   |                         |                |                    |                     |                                 |
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| Column Total             |                         |                     |                       |                           |                |                   |                         |                |                    |                     |                                 |
| Additional Computations: |                         |                     |                       |                           |                |                   | Average CM (In Numbers) |                | Average MM %       |                     |                                 |

**END OF PART A**

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

**INSTRUCTION(S): ONE (1)** Essay question. Answers are to be written in this question paper.

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Food service systems are the human and physical resources that are transformed to produce the outputs. Evaluate the Food service system model by drawing the diagram and using the final practical food and beverage event as the example for the system. (30 marks)

1. **Food Service System Model** (10 Marks)
2. **Evaluation of Food Service System** (20 Marks)

**END OF EXAM PAPER**