

FACULTY OF HOSPITALITY AND TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student name : _____

Subject Code & Name : **FBS1533 - FOOD AND BEVERAGE REVENUE MANAGEMENT**
Semester & Year : May - August 2024
Lecturer/Examiner : Mr. Joseph Tang
Duration : 2 Hours

INSTRUCTONS TO CANDIDATES

- This question paper consists of:**
Section A (20 marks): Answer ALL the TWENTY (20) multiple-choice questions.
Section B (60 marks): Answer ALL the FIVE (5) structured-type questions.
Section C (20 marks): Answer ONE (1) essay/ calculation question.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 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. No copy and paste.

Total Number of pages = 8 (Including the cover page)

PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)
INSTRUCTION(S) : QUESTION 1-20 ARE MULTIPLE CHOICE QUESTIONS. SHADE YOUR ANSWERS IN THE MULTIPLE CHOICE ANSWER SHEET PROVIDED

1. All of these are ways to measure productivity in the hospitality industry EXCEPT:
 - a. Labor Cost Percentage
 - b. Sales per Labor
 - c. Guest Served per Labor
 - d. Guest Check Average

2. A _____ Inventory is one in which an actual, physical count and valuation of all inventory on hand is taken at the close of each accounting period.
 - a. ABC
 - b. Physical
 - c. Perpetual
 - d. None of the above

3. 3. A _____ is the management's view on correct or appropriate amount of expenses necessary for generating given quantity of revenue.
 - a. Budget
 - b. Ideal Expenses
 - c. Performance to budget
 - d. Revenue

4. What statement is an accounting tool that details revenues, expenses, and profits for a given time period?
 - a. Balance Sheet
 - a. Income Statement
 - b. Statement of Cash Flows
 - c. Profit & Loss Statement

5. _____ is defined as the series of guest purchasing decisions that result in a specific food or beverage cost percentage
 - a. Promotion Mix
 - b. Price Mix
 - c. Sales Mix
 - d. Product Mix

6. Receiving clerks should be properly trained to verify the following product characteristics EXCEPT?
 - a. Weight
 - b. Flavor
 - c. Price
 - d. Quantity

7. Why must caterers ensure they buy produce in the correct quality and quantity?
 - a. To reduce labor costs
 - b. Because food is a perishable commodity with a limited life
 - c. To comply with local food regulations
 - d. To minimize cooking time

8. What contributes to easier control in catering operations?
 - a. Regular staff training
 - b. Consistent customer demand
 - c. Beverages being less perishable than food
 - d. Advanced technology

9. What is a major challenge associated with business volume unpredictability in catering?
 - a. Maintaining consistent pricing
 - b. Managing the quantities of commodities to be purchased and prepared
 - c. Ensuring food safety standards
 - d. Keeping up with new culinary trends

10. Why is effective forecasting necessary in catering operations?
 - a. To maintain consistent staff schedules
 - b. To predict menu item preference and customer volume
 - c. To reduce waste
 - d. To streamline cooking processes

11. What is a characteristic of food and beverage operation short cycle in catering?
 - a. Items ordered one day are often received, processed, and sold the same or next day
 - b. Items can be bought in bulk and stored for long periods
 - c. Cost reporting is done monthly
 - d. Production and service departments operate under identical policies

12. What is the purpose of yield testing in food and beverage operations?
 - a. To determine the flavor profile of a product
 - b. To identify the most popular products
 - c. To determine the usable amount of the product remaining after preparation
 - d. To evaluate customer satisfaction

13. What does a purchase specification describe?
 - a. The methods of payment accepted by suppliers
 - b. The quality, size, weight, etc., of a particular food or beverage item
 - c. The procedures for placing and sanctioning orders
 - d. The storage requirements for perishable items

14. Who is typically responsible for quality inspection in food and beverage operations?
 - a. The senior chef
 - b. The purchasing manager or a nominated person
 - c. The financial officer
 - d. The marketing manager

15. Why is quality inspection particularly important for perishable foods?
 - a. To ensure the items are stored correctly
 - b. To verify the items are fresh and meet the purchase specification
 - c. To reduce the cost of the items
 - d. To check the nutritional value of the items

16. What factor contributes to the inconsistency of the material product in a control system?
 - a. Inaccurate budgeting
 - b. Variability in the quality and final yield of the product
 - c. Inefficient marketing strategies
 - d. Lack of staff training

17. Why might employees not work to a level of 100% efficiency at all times?
 - a. Lack of proper equipment
 - b. Absence of operational standards
 - c. Natural human limitations despite existing operational standards
 - d. Poor management

18. What can affect the accuracy of forecasts in a catering business?
 - a. Inconsistent supply chains
 - b. Customers' changing choice of dishes compared to budgeted sales mix
 - c. Equipment malfunctions
 - d. Seasonal changes in ingredient availability

19. Which of the following is NOT included in labor-related costs for Labor Expense?
 - a. Medical claims
 - b. Bonus
 - c. Group life insurance
 - d. Utility bills

20. What is the purpose of proper employee scheduling in management?
 - a. To increase employee wages
 - b. To ensure the correct number of employees is available for the necessary amount of work
 - c. To reduce employee benefits
 - d. To standardize work hours for all employees

PART B : SHORT ESSAY ANSWER QUESTIONS (60 MARKS)
INSTRUCTION(S) : FIVE (5) SHORT ESSAYS ANSWER QUESTIONS. ANSWER ALL QUESTIONS IN THE QUESTION PAPER PROVIDED.

QUESTION 1

A. FOOD COST PERCENTAGE METHOD

Based on the percentage % given, calculate the new recipe amount for ingredient S,T,U,V and the Total Recipe Amount.

Ingredient	KG	% of total	Total Amount Required	New Recipe Amount
S	6	20	50	
T	9	30	50	
U	12	30	50	
V	3	20	50	
Total	30	100	200	

(5 marks)

B. FOOD COST PERCENTAGE METHOD

You are required to calculate the order amount @ KING'S Restaurant follow by their Daily Inventory Sheet below.

ITEM	UNIT	PAR VALUE	ON HAND	SPECIAL ORDER	ORDER AMOUNT
Hot Wings	case	20	6	10	
Babyback Ribs	case	20	4	5	
Sausage Links	case	30	9	10	
Drummies	case	30	10	0	
Bologna	each	30	14	5	
Beef Pastrami	each	30	11	0	
Slice Pepperoni	each	20	11	5	
Beef Franks	case	20	8	0	
Salmon	each	20	10	0	
Tuna	each	30	7	0	

(10 marks)

QUESTION 2

Refer to the above monthly food cost report @ Ahmad café, please fill in the blank.

DATE	DAY	OPENING FOOD STOREROOM INVENTORY	PURCHASES	TOTAL FOOD AVAILABLE (OPENING + PURCHASE)	FOOD REQUISITIONE D	FOOD SALES	FOOD COST % (REQUISITION / F.SALES)*100
Mar-19	RM	RM	RM	RM	RM	RM	%
1	MONDAY	300	450		320	850	
2	TUESDAY	200	100		220	900	
3	WEDNESDAY	400	320		340	1100	
4	THURSDAY	300	410		250	1200	
5	FRIDAY	250	320		410	1100	
6	SATURDAY	210	110		110	1300	
7	SUNDAY	0	0		0	0	
8	MONDAY	320	420		200	1300	
9	TUESDAY	190	210		310	1400	
10	WEDNESDAY	290	220		320	1800	
11	THURSDAY	370	100		240	1600	
12	FRIDAY	310	320		220	1400	
13	SATURDAY	260	240		300	1200	
14	SUNDAY	0	0	0	0	0	
	TOTAL						

(15 marks)

QUESTION 3

List the TEN (10) key factors that affecting employee productivity.

(10 marks)

QUESTION 4

F&B PROFIT AND LOSS FOR WIN RESTAURANT

PARTICULARS	RM
Total sales	10,000
Opening stock	400
Cost of purchase	500
Closing stock	200
Staff meal	100
Material labour costs	300
Material labour overhead cost	1,000

a. Based on the above P&L for WIN Restaurant, please calculate the following:

- I. Gross profit
- II. After-wage profit
- III. Net profit

(7 marks)

b. What is the formula for

- I. Gross profit
- II. After-wage profit (or net margin)
- III. Net profit

(3 marks)

QUESTION 5

Explain Five (5) factors influencing number of guests in menu item forecasting.

(10 marks)

PART C : CALCULATION QUESTION (20 MARKS)
INSTRUCTION(S) : ONE (1) CALCULATION QUESTION. ANSWER IN THE QUESTION PAPER PROVIDED.

QUESTION 1 - BEVERAGE REVENUE

- a. What is the formula for Percentage of Beverage Sold? (2 Marks)
- b. Calculate the Percentage of Beverage Sold for Sampling Restaurant Bar of January 2024

Beverage Sale		January 2024	
product: carbonated drinks	number sold	percentage sold	
100 Plus	70		
Coke	50		
Root Beer	60		
F&N	40		
Sprite	30		
Mirinda Orange	55		
Schweppes	72		
Total			

(8 Marks)

- c. Calculate the beverage cost % for each of the outlet @ Sampling Restaurant (10 marks)

SAMPLING RESTAURANT			
# 1 Outlet Name : Outlet A		Month : January	
Product	cost of beverages (RM)	Beverage Sales (RM)	Beverage Cost %
Fruit Juice	800	2000	
Coffee	1500	3000	
soft drinks	1600	2500	
Total			
# 2 Outlet Name : Outlet B		Month : January	
Product	cost of beverages (RM)	Beverage Sales (RM)	Beverage Cost %
Fruit Juice	400	800	
Coffee	600	1600	
soft drinks	300	900	
Total			
# 3 Outlet Name : Outlet C		Month : January	
Product	cost of beverages (RM)	Beverage Sales (RM)	Beverage Cost %
Fruit Juice	400	1000	
Coffee	600	2000	
soft drinks	400	900	
Total			

END OF THE EXAM PAPER