

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM1309 Food and Beverage Revenue Management**
Semester & Year : May – August 2017
Lecturer/Examiner : Mr. Justin Ho Li Vern
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 3 parts:

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 of Hospitality 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.

Total Number of pages = 7 (Including the cover page)

PART B**: SHORT ANSWER QUESTIONS (60 MARKS)****INSTRUCTION(S)****: FIVE (5) short answer questions. Answer all FIVE (5) questions in the question paper provided.**

1. The Justice League Brothers, Mixon, Ronald and Ikram own the Justice Cucina. Mixon 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 Mixon's weighted check average for the year. (7.5 Marks)

Month	Sales Last Year (RM)	Guest Count Last Year	Weighted Check Average
January	56128.00	3800	
February	58688.00	4120	
March	51238.00	4006	
April	48859.00	5960	
May	45858.00	5140	
June	49898.00	5300	
July	57868.00	4621	
August	61818.00	6002	
September	62829.00	6780	
October	52898.00	5381	
November	60888.00	5498	
December	64898.00	5641	
TOTAL			

2. Using the weighted check average calculated in question 1, determine Mixon's projected sales assuming a 5% increase in guest counts. (20 Marks)

Month	Guest Count Last Year	Guest Count Forecast	Weighted Check Average	Projected Sales
January	3800			
February	4120			
March	4006			
April	5960			
May	5140			
June	5300			
July	4621			
August	6002			
September	6780			
October	5381			
November	5498			
December	5641			
TOTAL				

5. Mr. Justin is the beverage director of Justice Cucina; he is trying to come out with new recipe for the upcoming cocktails of the month by using MHD Products. With the new recipe, his boss Mr. Mixon has given him a Minimum of 20% and Limit of 30% Maximum on the Beverage Cost in percentage. He will need to calculate the portion cost before finding out the beverage cost percentage, below will be the Portion Price Table for Each Cocktail. (15 Marks)

Name	Ingredients	Cost (Bottle)	Portion Cost	Total Portion Cost
Dirty Martini	60ML Beefeater Gin 700ML	RM 108.50		
	15ML Martini Dry Vermouth 1L	RM 79.50		
	5ML Pimento Olive Juice 250ML	RM 15.00		
Death in the Afternoon	45ML Blue Fairy Absinthe 350ML	RM 165		
	120ML Moet et Chandon Brut 750ML	RM 195		
Kamikaze	30ML Belvedere Vodka 700ML	RM 168		
	30ML Cointreau 700ML	RM 110		
	30ML Lime Juice 1L	RM 9.20		
Whisky Sour	45ML Maker's Mark Bourbon 700ML	RM 250		
	15ML Sugar Syrup 1L	RM 12.50		
	30ML Lemon Juice 1L	RM 9.20		

After getting the **Total Portion Price**, Mr. Justin needs to calculate the **Beverage Cost Percentage** as he will need to analyze whether is the selling price needs to be remain, increase or decrease. (4 Marks)

Name	Portion Sold	Total Portion Cost	Selling Price	Total Beverage Sales	Beverage Cost %
Dirty Martini	32		RM 45		
Death in the Afternoon	60		RM 40		
Kamikaze	88		RM 35		
Whisky Sour	59		RM 35		

After calculating the Beverage Cost Percentage, is all the Cost Remain within 20% - 30% as given by the boss? If no, which of the Cocktails are not within the Beverage Cost of 20% - 30% and what should Mr. Justin do to achieve the Beverage Cost within 20% - 30%? (1 Mark)

END OF PART B

