

## SCHOOL OF HOSPITALITY

## **FINAL EXAMINATION**

Student ID (in Figures)	:												
Student ID (in Words)	:												
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Subject Code & Name	:	RHI	/1130	9 F000	d and	d Beve	rage I	Reven	ue IVI	anage	ment		
Semester & Year	:	May	– Αι	gust 2	2017								
Lecturer/Examiner	:	Mr.	Justir	n Ho L	i Ver	'n							
Duration	:	3 Hc	urs										

## **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)	<b>Guest Count Last Year</b>	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	Guest Count	Weighted Check	Projected Sales
	Year	Forecast	Average	
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				

3. The Justice League Brothers, Mixon, Ronald and Ikram own the Justice Cucina. Ronald is handling the budgeting part. Complete the following table for Budgeting and assuming each meal served is charged RM3.50 (5.5 Marks)

Item	Budget	Actual	% of Budget
Meals served	300,000	218,800	
Revenue			
Food Expense	RM 170,000	RM 84,961	
Labour Expense	RM 125,000	RM 63,752	
Other Expense	RM 60,000	RM 31,460	
Total Expense	RM 355,000		
Profit	RM 695,000		

operation of the restaurant. Recently they realize that there are a drop of the guest numbers. Na					
and briefly explain 7 (seven) factors that influence number of guests	(7 Marks				

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	<b>Total Portion</b>
				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	45ML Blue Fairy Absinthe 350ML	RM 165		
Afternoon	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	Selling Price	Total Beverage	Beverage Cost
		Cost		Sales	%
Dirty Martini	32		RM 45		
Death in the	60		RM 40		
Afternoon					
Kamikaze	88		RM 35		
Whisky Sour	59		RM 35		

boss? If no, which of the Cocktails are not within the Beverage Cost of 20% - 30%	0 ,
Justin do to achieve the Beverage Cost within 20% - 30%?	(1 Mark)

PART C : ESSAY QUESTION (20 MARKS)

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

Mr. Joseph is the HR Manager for Lick My Stick Cocktail Bar at Damansara Height. Currently he is facing some issues in managing labor expenses as he realized that the bar previous human resource personnel has overlooked certain labor cost related cost and due to that the labor cost was very low and the bar has over hired staffs with low productivity workforce, high turnover due to unhappy staffs under certain supervisors' supervision, some staffs weren't able to and some of the staffs don't have the skills and qualification for the job. There are even sign that the bar has overspent in labor cost.

Mr. Jospeh now will need to do some research and rearrangement in order to guide the Human Resource Department back to the right track. Here are the few information that Mr. Joseph needs for his company:

a.	5 Main Other Labor Related Cost in Manpower and the reason these 5 or related cost is important to the staffs working in a bar.	ther labor (5 Marks)
b.	10 Key Factors that Affecting the Employee Productivity with their explanat the situation Mr. Joseph is facing.	ion link to (10 Marks)

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С.	What can Mr. Joseph do to reduce the labor cost.	(5 Marks)

**END OF EXAM PAPER**