



**SCHOOL OF HOSPITALITY  
FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **FBS1524 FOOD AND BEVERAGE MANAGEMENT**  
Semester & Year : May – August 2017  
Lecturer/Examiner : Mr. Yeoh Tay Boon  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. 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 Answer Booklet provided.**  
PART B (30 marks) : **ONE (1) essay question. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment 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 = 3 (Including the cover page)**

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

**INSTRUCTION(S)** : **FOUR (4)** short answer questions. Answers are to be written in the Answer Booklet provided

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1. Beverage fraud can easily happen and may result in considerable amount of losses to a food & beverage operation. These fraud can happen at the point of the bar or with the server.

Explain **FIVE (5)** possible beverage fraud that can take place.

(10 marks)

2. The restaurant “Menu” is an important tool in promoting the dishes in a restaurant. Explain **FIVE (5) CRITERIAS** to be considered in creating a restaurant food menu.

(20 marks)

3. A foodservice operation can adopt different strategies in positioning their operation. They may adopt either a “Cost Leadership”, “Differentiation” or “Focus” strategy.

Explain these **THREE (3) STRATEGIES** with relevant examples. With each strategy, give **TWO (2) ADVANTAGES** and **TWO (2) DISADVANTAGES** of the various strategies.

(20 marks)

4. In a “**Centralised Foodservice System**”, it concentrates its food production at a central kitchen and subsequently, the food is transported to satellite kitchen before it is served to the customers.

Explain **FIVE (5) ADVANTAGES** and **FIVE (5) DISADVANTAGES** of such a system.

(20 marks)

**END OF PART A**

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

**INSTRUCTION(S):** Answer ONE (1) question. Answers are to be written in the Answer Booklet(s) provided.

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1. You are currently the Restaurant Manager of this All Day Dining Restaurant. As Christmas is around the corner, you are planning the manpower requirement for the restaurant operation. Christmas Eve Dinner and Christmas Day Brunch is always a hit with diners. You will/ be expecting about 300 guests for the Christmas Eve Dinner and 250 guests for the Christmas Day Brunch.

Staff scheduling was a challenge as part timers which is from the nearby schools and universities are on their semester break. Many full time staff have come forward requesting time off. They would like to spend the holiday season with their families. With all these constraints, the restaurant will definitely face a challenge in having sufficient staff to cope with the festive season.

- a) Explain **FIVE (5) OPERATIONAL CONSTRAINTS/CHALLENGE** you might face while setting up the work schedule. (*Eg. Employee will be overworked*)  
(15 marks)
- b) Explain **FIVE (5) “Employee Scheduling Principles”** when preparing the scheduling.  
(15 marks)

**END OF EXAM PAPER**