



**SCHOOL OF HOSPITALITY  
FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BHM1309 Food and Beverage Revenue Management**  
Semester & Year : September – December 2016  
Lecturer/Examiner : Ronald Willie Binati  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 3 parts:
  - PART A (20 marks) : 20 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
  - PART B (60 marks) : Answer all FIVE (5) questions. Answers are to be written in the Answer Booklet provided.**
  - PART C (20 marks) : ONE (1) Essay questions. 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 = 11 (Including the cover page)**

**PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)**

**INSTRUCTION(S) : Questions 1- 20 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.**

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**END OF PART A**

**PART B : SHORT ANSWER QUESTIONS (60 MARKS)**

**INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL FIVER (5) questions in the Answer booklet(s) provided.**

1. 'Fast Eddie' Green operates a restaurant in the casino town of Genting. He is checking over the work of his Assistant Manager who has been newly hired. One of the jobs of the Assistant Manager is to complete daily the food cost estimate. 'Fast Eddie' finds that, while the data are there for the first 10 days of the accounting period, the form has not been completed. Complete the form for 'Fast Eddie' so that he can go home. (15 marks)

Weekday	PURCHASES		SALES		COSTS %	
	Today (RM)	To Date (RM)	Today (RM)	To Date (RM)	Today %	To Date %
1 <sup>st</sup> Jan	1645.80		3842.50			
2 <sup>nd</sup> Jan	2006.40		2970.05			
3 <sup>rd</sup> Jan	1107.20		2855.20			
4 <sup>th</sup> Jan	986.24		3001.45			
5 <sup>th</sup> Jan	1245.60		3645.20			
6 <sup>th</sup> Jan	2006.40		4850.22			
7 <sup>th</sup> Jan	0.00		6701.55			
8 <sup>th</sup> Jan	1799.90		3609.20			
9 <sup>th</sup> Jan	851.95		2966.60			
10 <sup>th</sup> Jan	924.50		3105.25			
<b>TOTAL</b>					<b>33.48%</b>	

\*Each blank box represents 0.25 marks each

\*Copy the table above in your answer booklet.

2. The dining room at the Roadrock Inn is extremely popular. Terry Ray, the food and beverage director is pleased to see that his revenue is higher than last year. Of course, expenses are higher also. Express Terry's expenses and profit as a percentage of total revenue, both this year and last year and complete the rest of the table. (15 marks)

	<b>This year (RM)</b>	<b>%</b>	<b>Last year (RM)</b>	<b>%</b>
<b>Revenue</b>	965,971.00		875,421.00	
<b>F&amp;B Expense</b>	367,069.00		350,168.00	
<b>Labor Expense</b>	388,090.00		315,151.00	
<b>Other Expense</b>	144,896.00		140,068.00	
<b>Total Expense</b>				
<b>Profit</b>	65916			

\*0.5 mark for each blank space

\*Copy the table above in your answer booklet.

3. Some foodservice professionals feel the best way to improve profits is to reduce costs. Others feel increasing revenue is the best way to increase profits.
- a. Name and briefly explain **3 (THREE)** specific steps a manager can take to reduce current costs. (6 marks)
- b. Which approach do you feel would be best for the type of operation you want to manage, to reduce current costs or to increase revenues? (4 marks)

4. a. The table below indicates the stock turnover inventory record for Upper East Side Restaurant and Bar for the year 2015 from the month of January until the month of August. Based on the information given, calculate the missing information and write it in this table. Do note that numbers provided are all in Ringgit Malaysia (RM) and copy the table in your answer booklet. (15 marks)

Month	Opening Inventory	Purchase	Issues	Closing inventory	Average inventory	Turnover Ratio
January	2365	11800	10200	3965		
February	3965	12600		5065		
March	5065	12750	12900	4915		
April	4915	10235	10200			
May		8900	7895			
June	5955	9568	9663			
July	5860	10114	10120			
August		12356	11203			

\* Each blank box represents 0.5 marks each

\*Copy the table above in your answer booklet

5. Based on the 'Turnover Ratio' calculated from the stock turnover inventory record of Upper East Side Restaurant and Bar above (Question 4), analyse the performance of the restaurant.

(5 marks)

**END OF PART B**

**PART C : ESSAY QUESTION (20 MARKS)**

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

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**END OF EXAM PAPER**