



**SCHOOL OF HOSPITALITY
FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **FBS1524 FOOD AND BEVERAGE MANAGEMENT**
Semester & Year : September – December 2016
Lecturer/Examiner : Mr. Yeoh Tay Boon
Duration : 3 Hours

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

1. In a “Cost Leadership” strategy in managing a restaurant, how would they **DIFFERENTIATE** themselves from the competitors? Explain **THREE (3) ADVANTAGES** and **THREE (3) DISADVANTAGES** of such a strategy.

(15 marks)

2. Explain **FIVE (5) REASONS** as to the importance that a manager is aware of the “**Operating Budget**” of a food & beverage operation.

(15 marks)

3. In setting-up a food and beverage operation, the initial investment of the operating equipments can form a considerable amount of the capital investment.

Explain **FIVE (5) CRITERIAS** that you need to consider before you purchase these items with **AN EXAMPLE** for each of the criteria.

(20 marks)

4. An extract from the menu analysis report shows as per below:

Menu Item	Profitability	Popularity
Caesar Salad	High	High
Pumpkin and Crabmeat Salad	High	Low
Cream of Mushroom	Low	Low
Seafood Consomme	Low	High

Using the concept of “**MENU ENGINEERING**”, what would be your **ACTION PLAN** for each of the menu items? Explain.

(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.

1. You have been hired as a Food & Beverage Consultant of a newly established food company. This company would like to have a total of 24 restaurants opened throughout the country by the end of year 2018.
 - a) You are to explain the **FOUR (4) TYPES** of Foodservice Systems; Conventional, Centralised (Commissary), Ready-Prepared and Assembly-Served.
(12 marks)
 - b) Explain **TWO (2) ADVANTAGES** and **TWO (2) DISADVANTAGES** of the various systems stated above.
(8 marks)
 - c) Which foodsystem do you think is best for such an operation? Please state reasons to justify your answer.
(10 marks)

END OF EXAM PAPER