



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

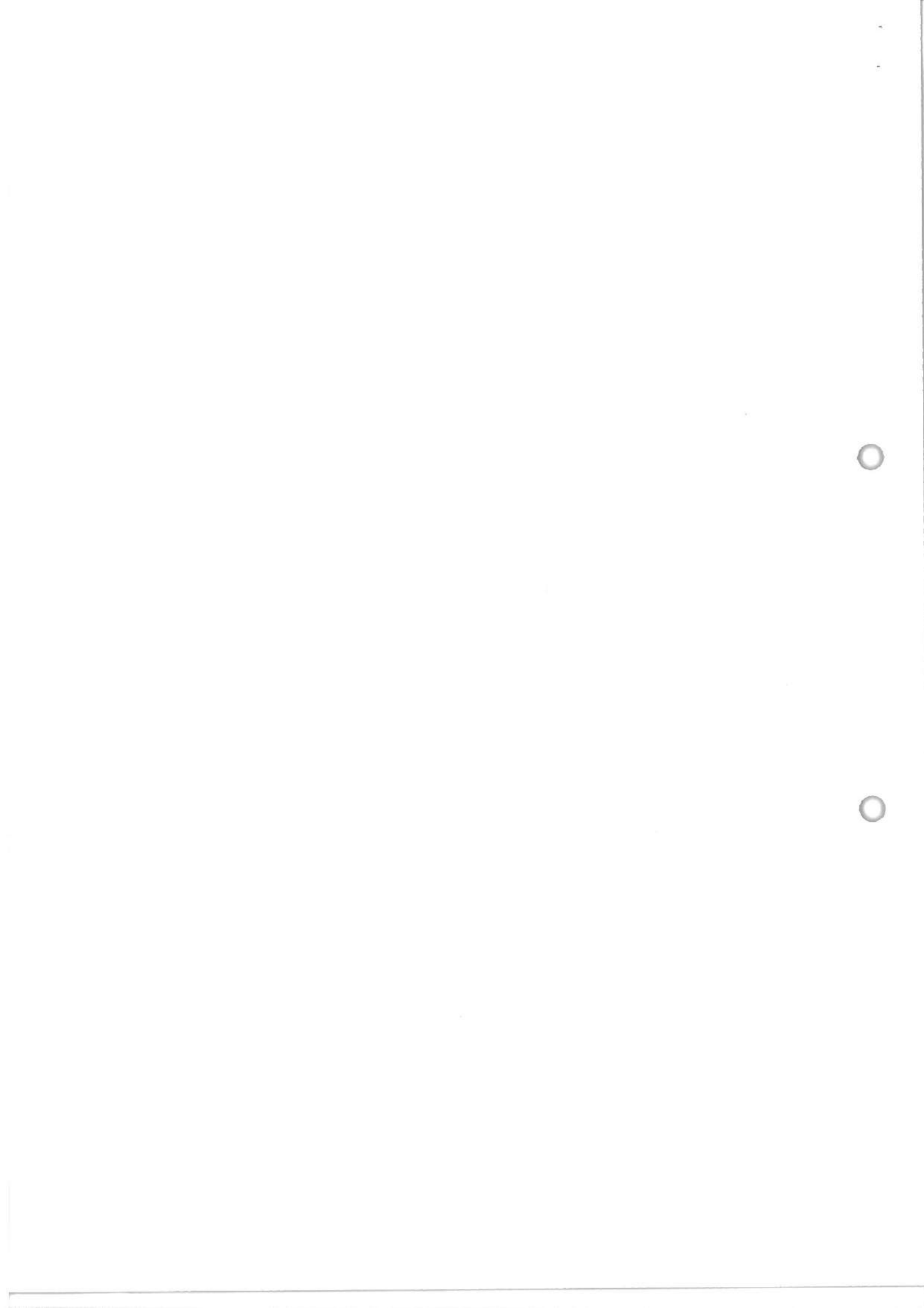
COURSE NAME : F&B MANAGEMENT
COURSE CODE : DHM 1043
EXAMINATION : OCTOBER 2019
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **FOUR (4)** :
 - PART A (20 Marks)
 - PART B (10 Marks)
 - PART C (50 Marks)
 - PART D (20 Marks)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
3. Please check to make sure that this examination pack consists of :
 - i. The Question Paper
 - ii. An Objective Answer Paper
 - iii. An Answering Booklet

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

*This examination paper consists of **11** printed pages including front page*



PART A

This part contains **TWENTY(20)** questions.

Answer ALL in the Objective Answer Paper.

1. The following are formulation of an efficient control system, **except**
 - A monitoring.
 - B pricing function.
 - C reduce job anxieties.
 - D compailing all relevant information cost and sales.

2. Which of the following are constraints that include in Internal Factor?
 - A social and Technical
 - B political and Economic
 - C environment and Social
 - D commodities and Control

3. What are the funtions of food and beverage management ?
 - i. Coasting
 - ii. Organizing
 - iii. Monitoring
 - iv. Planning
 - A i,ii and iii
 - B i,ii and iv
 - C ii,iii and iv
 - D i,ii,iii and iv

4. Policies can be defined as guideliness for the operation of a catering enterprise. These policies cover such matters of _____
 - A government rules
 - B market regulations
 - C atmosphere and ambience
 - D market aimed and how to be catered

5. External factors constrain of food and beverage management is _____ and _____.
- A food , staff
 - B control, staff
 - C technical , f&b
 - D political , social
6. Which of the following can be clasified based on qualities of the professional server?
- A Ethnical.
 - B Work ethic.
 - C Independent.
 - D Good attention.
7. What are the term that can be related with Ethnic Restaurant ?
- A National cuisines.
 - B Casual atmosphere.
 - C Ready cooked food.
 - D Full services restaurant.
8. What is the challenge when creating a restaurant concept?
- A Already established and have own brand.
 - B Have been tested with certain target market.
 - C Must have experience in restaurant business.
 - D Must fits a definite target markets and intensely competitive.
9. What is the first sequence of restaurant development?
- A Key personnel hired.
 - B Concept development.
 - C Working blueprinted developed.
 - D Furnishing and equipment ordered.

10. How can the owner of a restaurant develop a successful restaurant concept?
- A Poor decoration.
 - B Good management.
 - C Stay far from the guest.
 - D Have passion in what they do.
11. Who is the person responsible for developing the restaurant concept?
- A Cashier.
 - B Waiter.
 - C Supervisor.
 - D Restaurant Manager.

12.

Understand the commitment
you are making

Figure 1.0

What does the statement in figure 1.0 refer to?

- A proper wiring.
 - B save the budget.
 - C space availability.
 - D consequences if restaurant fail.
13. Menu design can also be called as _____.
- A silent salesperson
 - B ambience of the restaurant
 - C images, design and graphic
 - D complement decor and ambience
14. Which of the following is an Alcoholic Menu ?
- A Juice.
 - B Squaches.
 - C Grapes wine.
 - D Aerated waters.

15. As a manager, you should have great food, _____ service and inviting atmosphere.

- A clean
- B drink
- C environment
- D lighting

16. To have an effective menu, the manager should research, design and _____ the menu.

- A analysis
- B color
- C font
- D paper

17.

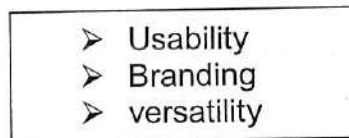


Figure 2.0

Figure 2.0 are key factors in _____.

- A cleansing
- B design
- C proofing
- D production

18. What is the department that can be called as Back of The House ?

- A Kitchen department.
- B Front Office department.
- C The management department.
- D Food and Beverages department.

19. Who is the first and last person that will meet the guests in the restaurant ?

- A Greeters.
- B Security.
- C Manager.
- D Waiters.

20. What is the useful tip while you receive the products or goods?

- A Doesnt prepare with measure scale.
- B Dont check all the items that you need.
- C The environment of that places is dirty.
- D Keep the receiving area is clean and neat.

[20 MARKS]

PART B

This part contains **TEN (10)** questions.

Answer **ALL** the questions in the Answer Paper.

friendly	enthusiasm	9 by 12	profit	trip reporting
sanitation	fixed	thin bond-type	natural	plates
speakers	ecological	usability	cater waiters	facilities maintenance
saucers	6 by 12	pilferage	technology	flatware
guests satisfaction	table d'hote menu	normal	bus tubs	sales

1. Functions of control system is to reduce fraud, _____ and wastage to minimum.
2. Guest checks come in two basic categories of paper which are _____ paper or heavier cardboard stock.
3. Creating a master plan should encompass all aspects of the event such as venue, activities, publicity, sponsor and _____.
4. Banquet servers, informally known as _____ are waiting staff that work for big catering events and banquets.
5. Upselling is a common strategy for restaurant to boost their _____.
6. One of the most effective upselling techniques a server can use is to show _____ about the food they are pushing.
7. Boxes or _____ are often used in operations with a high turnover rate, where speed is important.

8. Regular, Effective cleaning of China, _____ and glassware will prevent the spread of disease and infection.
9. Table locator systems can be increased _____ and speed of service.
10. Back of the house technology consists of product management systems of purchasing, menu management, financial reporting and _____.

[10 marks]

PART C

This part contains **ELEVEN (11)** questions.

Answer ALL the questions in the Answer Paper.

QUESTION 1

List down **six (6)** factors defining the concept and market.

(3 marks)

QUESTION 2

Explain **five (5)** tips for developing restaurant concept.

(5 marks)

QUESTION 3

State **five (5)** things about how to select a restaurant location?

(5 marks)

QUESTION 4

What are **two (2)** differences between fixes menu and cyclic menu?

(4 marks)

QUESTION 5

Give **three (3)** factors to consider in menu planning.

(3 marks)

QUESTION 6

List down **three (3)** types of non alcoholic menu with example.

(6 marks)

QUESTION 7

Define **LEADS** in term of guest complaint.

(5 marks)

QUESTION 8

What are **four (4)** types of guest complaints with example.

(4 marks)

QUESTION 9

Identify **five (5)** strategies for handling critical complaint.

(5 marks)

QUESTION 10

Recognize **five (5)** things to do before guest arrive in your restaurant.

(5 marks)

QUESTION 11

Give **five (5)** steps to prepare a function.

(5 marks)

[50 marks]

PART D

This part contains **TWO (2)** questions.

Answer ALL the questions in the Answer Paper.

QUESTION 1

Concept development has always been important in the restaurant industry, but it is becoming more so now that dining districts are developing in almost every community. The restaurant cluster may include family restaurant, fine dining, casual and a variety of quick service.

- a) Sketch the steps in changing the restaurant concept

(6 marks)

- b) List down **four (4)** strategies to change restaurant concept and location.

(4 marks)

QUESTION 2

Accidents do not just happen. They are usually caused by neglect, carelessness and ignorance. Therefore, most incident can be avoided.

Briefly explain **ten (10)** rules of restaurant safety.

(10 marks)

[20 marks]

END OF QUESTION PAPER