



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : F&B MANAGEMENT
COURSE CODE : DHM1043
EXAMINATION : OCTOBER 2018
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** parts :
PART A (25 Marks)
PART B (45 Marks)
PART C (30 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 consist of:
 - i. Question Paper
 - ii. Objective Answer Paper
 - iii. 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 of **TWENTY FIVE (25)** questions.

Answer ALL in Objective Answer Paper.

1. What is major responsibility of Food and Beverage Department?
 - A Training, directing, monitoring and motivating staff
 - B Promoting new product and services available at hotel
 - C Prepare a sales forecasts and business-achieved reports
 - D Provision of food and beverage product and service catering

2. _____ are fast food outlets that their main product is sandwiches.
 - A Bistro
 - B Brasserie
 - C Steak House
 - D Sandwich Bars

3. Which types of restaurant is not offering a Home Delivery Service?
 - A KFC
 - B Dominos
 - C Mac Donalds
 - D Kenny Rogers

4. What is the challenge when create 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

5. Why concept always failed?
- A The location is not suitable
 - B Safety environmental issues
 - C Customers simply may be bored
 - D Political and economical problem
6. What is the first sequence of restaurant development?
- A Key personnel hired
 - B Concept development
 - C Working blueprinted developed
 - D Furnishing and equipment ordered
7. What consideration should be made when planning a menu?
- A Follow up order
 - B Negotiation with supplier
 - C Needs and desires of guest
 - D Description of needed item
8. Menu balance also known as _____.
- A Style of menu
 - B Nutritional value
 - C Food description
 - D Menu presentation
9. Which department is back of the house?
- A Kitchen
 - B Wine bar
 - C Restaurant
 - D Front office

10. Why the manager should control the liquor?

- A To avoid from expired.
- B Easy to recycle the bottle.
- C To avoid from theft and abuse.
- D Easy for manager buy the liquor again.

11. Who is the greeter?

- A Host
- B Janitor
- C Manager
- D Bartender

12. What the magic phrase can be use by the server to please the guest?

- A "I hope you enjoy it."
- B "Have a misserable day, sir."
- C "Please dont come again tommorow."
- D "Still the same person come to the restaurant."

13. How to handle difficult guest?

- A Act immediately.
- B Avoid the guest.
- C Leave to other server.
- D Argue with the guest.

14. What should the server alert when setting the table?

- A Cutlery clear from watermark.
- B Put the finger print on the goblet.
- C The table are far from other guest.
- D Make sure the guest can smoke on the table.

15. What is a food and beverage checking system?

- A Legal aspect of doing business.
- B Variable cost such as salaries and wages.
- C Control of every stage in food and beverage cycle.
- D Sales report incorporate data in sales volume and accounts.

16. What is a guest check?

- A Sales report
- B List of menu
- C Book keeper
- D Captain order

17. Which are the main types of events?

- A Parties and teas.
- B Formal and buffet.
- C Cocktails and luncheons.
- D Exhibition and fashion parades.

18. How to handle the late comers on the function?

- A Leave to the organizer.
- B Just ignore the latecomers.
- C Ask them to go other place.
- D Reserve the table at the back.

19. What is function of suggestive selling?

- A A technique to sell the expensive items.
- B As a survey of cleanliness in food handling.
- C To increase the purchase amount from the client.
- D The process of examining the consumer behavior.

20. Which one of the following is the suggestive plan?

- A Offer the more expensive items.
- B Asking if the customer want a special food.
- C Be sure the product suggestions are relevant.
- D Show the enthusiasm about the food they are pushing.

21. What is HACCP?

- A High Analysis Cost Control Points.
- B High Analogue Critical Control Places.
- C Hazard Analysis Critical Control Points.
- D Hazard Analogue Cover Control Places.

22. What the most important things to follow in loading a tray to ensure safe handling?

- A Load the smallest dishes first.
- B Load butter dishes, creamers or other food receptacles first.
- C Use a tray with nonskid surface and covered with a damp serviette.
- D Place light items at the center of the tray such as spoon, fork and knife.

23. What is the first step when using automatic dishwashing machine?

- A Scrape all dishes throughly.
- B Wash flatware in a single layer.
- C Stack the dishes ready for cracking.
- D Make sure enough detergent is used.

24. What is POS system?

- A Point of sales.
- B Place of sales.
- C Paper of sales.
- D People of sales.

25. What the other system can be use in restaurant beside than POS?

- A Fire safety.
- B Push for service.
- C Upselling technique.
- D Controllable expenses.

[25 MARKS]

PART B

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

Answer ALL questions in Answering Booklet.

QUESTION 1

List **SIX (6)** criteria for locating the restaurant

(6 marks)

QUESTION 2

Describe **SIX (6)** tips for developing the restaurant concept.

(6 marks)

QUESTION 3

Give **FOUR (4)** types of menu.

(4 marks)

QUESTION 4

Identify **FIVE (5)** types of alcoholic beverage menu.

(5 marks)

QUESTION 5

Give **THREE (3)** position works in Food and Beverage department.

(3 marks)

QUESTION 6

Describe **FIVE (5)** types of control in restaurant business.

(5 marks)

QUESTION 7

List **TWO (2)** function of control system in restaurant.

(2 marks)

QUESTION 8

Identify **FIVE (5)** upselling techniques to enhance food & beverage sales.

(5 marks)

QUESTION 9

Give **FOUR (4)** areas that need a systematic approach to maintaining a positive public image.

(4 marks)

QUESTION 10

List **FIVE (5)** steps of fire safety if the fire breaks out.

(5 marks)

[45 MARKS]

PART C

This part contains of **THREE (3)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

The menu and menu planning are front and center in the restaurant business. Guests come to restaurant for pleasurable dining experience, and the menu is the most important ingredient in this experience. Food quality is what restaurants patrons consider the most important factor when choosing a restaurant.

Identify **TEN (10)** considerations in menu planning.

(10 marks)

QUESTION 2

It is generally accepted that servers contribute as much to the dining experience as, or perhaps more than the décor, back ground music, lighting and even the food served. Customer service, including customer recognition is important for all restaurants. Service is often ranked as the important factor in restaurant selections by patrons. Similarly, service quality is often the most frequent complaint made by restaurant patrons.

- i. Give **THREE (3)** examples of magic phrases that can make the customer happy.

(3marks)

- ii. Identify **SEVEN (7)** server secrets that should be followed thoroughly.

(7marks)

QUESTION 3

Event catering is the term used for the service of special events. Its includes occasions such as luncheon parties, dinner dance or weddings. In large establishment, all functions takes place within the banqueting suites but in the smaller operation, these events normally takes place in rooms set aside for the purpose. Most of the staff available for events is employed on a casual basis.

Identify **FIVE (5)** staff's position in banquetette and briefly explain their roles.

(10 marks)

[30 MARKS]

END OF QUESTION PAPER