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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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**COURSE NAME : F&B MANAGEMENT**  
**COURSE CODE : DHM 1043**  
**EXAMINATION : MAY 2017**  
**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **FOUR (4)** :
  - PART A (20 Marks)
  - PART B (20 Marks)
  - PART C (20 Marks)
  - PART D (40 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. Answer Booklet

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

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*This examination paper consists of 10 printed pages including front page*

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**PART A**

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

Answer ALL in Objective Answer Paper.

1. The food and beverages function encompasses all aspects of the industry concerned with the supply of \_\_\_\_\_?
  - A. food only
  - B. services only
  - C. beverages only
  - D. food and beverages and services
  
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. Policies can be define as guideliness for the operation of a catering enterprise. This policies cover such matters of \_\_\_\_\_ ?
  - A. government rules
  - B. market regulations
  - C. atmosphere and ambience
  - D. market aimed and how to be catered
  
4. What are the term that can be relate with Ethnic Restaurant ?
  - A. National cuisines
  - B. Casual atmosphere
  - C. Ready cooked food
  - D. Full services restaurant

5. 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
  
6. What is the first sequence of restaurant development ?
  - A. Key personnel hired
  - B. Concept development
  - C. Working blueprinted developed
  - D. Furnising and equipment ordered
  
7. How the owner of restaurant can develop successful restaurant concept ?
  - A. Poor decoration
  - B. Good management
  - C. Stay far from the guets
  - D. Do have passion in what they are do
  
8. Who are the person who responsible for develop the restaurant concept ?
  - A. Guests
  - B. Neighbours
  - C. Relatives
  - D. Restaurant manager
  
9. A' La Carte means \_\_\_\_\_
  - A. menu from card
  - B. menu from friends
  - C. menu for relatives
  - D. menu from negihbours
  
10. What are the statement that relate with finger buffet ?
  - A. Items staht served by chef
  - B. Hot and cold food is available
  - C. Food prepared in large quantities
  - D. Items that prepared in small portion

11. Menu design also can be called as \_\_\_\_\_
- A. silent salesperson
  - B. ambience of the restaurant
  - C. images, design and graphic
  - D. complement decor and ambience
12. Which of the following is Non Alcoholic Menu ?
- A. Juices
  - B. Squaches
  - C. Grapes wine
  - D. Aerated waters
13. Which of the following below may refer to Front of The House ?
- A. Steward
  - B. Bartenders
  - C. Kithen helper
  - D. Room attendant
14. What are the expenses that can be include in controllable expenses ?
- A. Food expenses
  - B. Services expenses
  - C. Salaries and payroll
  - D. Beverages expenses
15. The fixed items usually refer to employee benefits and including of \_\_\_\_\_
- A. disability insurance
  - B. union welfare insurance
  - C. unemployment insurance
  - D. worker compensation insurance
16. What are 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

17. Who are the first and last person will meets the guests in the restaurant ?
- A. Greeters
  - B. Maid
  - C. Manager
  - D. Security
18. A number of restaurant have service standards that they expect to meet or beat. What are the **FIRST step** of that service?
- A. Take dessert order
  - B. Check everything is perfect
  - C. Greet the guests within one minutes
  - D. Bring the beverages within four (4) minutes
19. In African American Influence, the word of **Soul Food** is a term used for\_\_\_\_\_
- A. african cuisine
  - B. ethnic cuisine
  - C. family cuisine
  - D. american cuisine
20. What are the useful tips while you recieve the products or goods?
- A. Doesnt prepare with measure scale
  - B. The environment of that places is dirty
  - C. Dont checked all the items that you need
  - D. Keep the recieving area is clean and neat

[20 MARKS]

**PART B**

This part contain of **TWENTY (20)** questions.

Answer **ALL** the questions in 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 menu d'hote	normal	bus tubs	sales

1. Political, environmental and \_\_\_\_\_ are known as the external factors in constarints on food beverage management.
2. Salver should be used for removing cups, \_\_\_\_\_ and glasses.
3. A dining room should have a \_\_\_\_\_ flow, from the lobby to the bar to the dining room to the the kitchen.
4. All new license are required to pass a \_\_\_\_\_ and safety inspection prior to opening.
5. The menu size can be in a variety of shapes which generally \_\_\_\_\_ inches.
6. Versatility, branding and \_\_\_\_\_ are the three factors in design the dishes.
7. Payroll and related costs fall into two categories which are variable payroll and \_\_\_\_\_ payroll.
8. Restaurant operations are grouped into several specific areas of operations includes Dining Room Systems, \_\_\_\_\_ and Kitchen Systems.

9. The general atmosphere at a restaurant should be \_\_\_\_\_
10. There are two basic covers in restaurants can be chosen by the customer either an a' la carte or \_\_\_\_\_
11. Functions of control sytem is to reduces fraud, \_\_\_\_\_ and wastage to minimum.
12. Guest checks come on two basic categories of paper which are \_\_\_\_\_ paper or heavier cardboard stock.
13. Create a master plan should encompass all aspects of the event such as venue, activities, publicity, sponsor and \_\_\_\_\_
14. Banquet servers, informaly known as \_\_\_\_\_ are wait staff that work for big catering events and banquets.
15. Upselling is a common strategy for restaurant to boost their \_\_\_\_\_
16. One of the most effective upselling techniques a server can use is to show \_\_\_\_\_ about the food they are pushing.
17. Boxes or \_\_\_\_\_ are often used in operations with a high turnover rate, where spread is important.
18. Regular, Effective cleaning of China, \_\_\_\_\_ and glassware will prevent the spread of disease and infection.
19. Table locator systems can be increase \_\_\_\_\_ and speed of service.
20. Back of the house technology consists of product management systems of purchasing, menu management, financial reporting and \_\_\_\_\_

[20 MARKS]



**PART C**

This part contains of **FOUR (4)** questions.  
Answer **ALL** the questions in Answer Booklet.

**QUESTION 1**

List **FIVE (5)** tips for developing a restaurant concept.

(5 marks)

**QUESTION 2**

What are the differences between Front of the House and Back of the House.

(5 marks)

**QUESTION 3**

List the criteria of choosing right location.

(5 marks)

**QUESTION 4**

Explain the functions of control systems.

(5 marks)

**[ 20 MARKS]**

**PART D**

This part consists of **FOUR (4)** questions.

Answer **ALL** the questions in Answer Booklet.

**QUESTION 1**

When reading menus, peoples are also attracted to images, graphics, and icons that will increase sales of particular items those with the best contribution margins and hopes. The layout and sequences of the menu may be in single pages encased in plastic laminated. If the menu is more extensive, there is more space on the back for the desserts and beverages.

Explain briefly **the correct steps to be an effective menu**. Support your answer with explanation and examples.

(10 marks)

**QUESTION 2**

MICROS Alert Manager allows operations to manage by exception. The system monitors conditions and compares them to established standards. Exceptions are immediately identified and a notice or alert is sent to the pager, PDA, cell phone, or e-mail who need to know. The MICROS Alert Manager provides exciting new integrations with the RES products and the on premise paging and communications solution made available by JTECH, a MICROS subsidiary.

Explain briefly **TWO of other restaurant systems** and support your answer with some examples.

(10 marks)

**QUESTION 3**

A conscientious effort must be to assure the personal safety of everyone and facility which guests should follow workers alike. Accidents do not just happen. More appropriately caused by neglect, carelessness, throughlness and ignorance. Therefore, most incidents can be avoided.

Explain briefly **TEN rules of restaurant safety**.

(10 marks)

**QUESTION 4**

While no one organization tracks restaurant failure rates, its common knowledge in the field that these establishments are risky endeavors, particularly so in a tough economy, when people tend to be more selective in how they spend their limited disposable income. If your restaurant concept is no longer drawing in the crowds, it may be time to change things around. However, to do so without a loss of income, you will have to keep the restaurant running through the change.

Explain the **steps in changing or modifying the concept** and give the example for that steps to support your answer.

(10 marks)

**[40 MARKS]**

**END OF QUESTIONS**

