KYPJ
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FINAL EXAMINATION

COURSE NAME	:	**FOOD AND BEVERAGE MANAGEMENT**
COURSE CODE	:	**DHM1043/DHM2083**
EXAMINATION	:	**JANUARY 2024**
DURATION	:	**3 HOURS**

INSTRUCTION TO CANDIDATES

1. This question paper consists of **THREE (3)** parts :   PART A (30 Marks)
    PART B (50 Marks)
    PART C (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 consist 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 **12** printed pages including front page*

PART A

This part consist of **THIRTY (30)** questions.

Answer ALL in Objective Answer Paper.

1. The formulation of the efficient control system, EXCEPT

   A Monitoring.

   B Pricing function.

   C Reduce job anxiety.

   D Compiling on daily, weekly, and monthly basis, all relevant information on cost and sales.

2. Policies can be defined as guidelines for the operation of a catering enterprise. They cover such matters as the _____

   A government rules.

   B market regulations.

   C atmosphere and ambiance.

   D market aimed and how to be catered.

3. Internal factors constrain food and beverage management are _____ and

   _____.

   A control, staff

   B technical, f&b

   C political, social

   D social, technical

4. Below are the criteria for restaurant location EXCEPT

   A Menu.

   B Visibility.

   C Accesibility.

   D Demographics.

5. What is the first consideration that should be made when changing the restaurant concept?

    A Create a plan.

    B Define the problem.

    C Prepare loyal customer for the change.

    D Purchase everything needed for the concept change.

6. Consider the following details on how they might affect your choice of location is

    _____.

    A parking

    B age group

    C population

    D income Level

7. Which of the following is an alcoholic drinks menu?

    A tonic.

    B cassis.

    C merlot.

    D squashes.

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

    A font

    B color

    C paper

    D analysis

9. What is the factor to consider in menu planning?

    A Follow up order

    B Negotiation with supplier

    C Need and desire of guest

    D Description of needed item

10. Wages and salaries is the example of _____.

    A liquor control

    B guest check control

    C productivity analysis

    D controllable expenses

11. What is the expenses that can be included in controllable expenses?

    A Insurance.

    B Labor cost.

    C Fixed cost.

    D Salaries and payroll.

12. Which of the following can be called as Front of the house?

    A Kitchen department.

    B Purchasing department.

    C Housekeeping department.

    D Food and beverage department.

13. A number of restaurants have service standards that they expect to meet or beat. What is the last step of the service standard?

    A Take dessert order.

    B Check everything is perfect.

    C Greet the guest within one minute.

    D Upon guest request, present the check within two minutes.

14. The other name of the greeter is _____.

    A host

    B janitor

    C manager

    D bartender

15. How to handle guest difficulty?

    A Avoid the guest.

    B Act immediately.

    C Argue with the guest.

    D Leave the guest to other servers

16. Which of the following is **TRUE** about the food and beverage checking system?

    A Legal aspect of doing business.

    B Variable costs such as salaries and wages.

    C Control of every stage in the food and beverage cycle.

    D Sales report incorporate data in sales volume and accounts.

17. The importance of sales report is _____.

    A for the salary

    B to give incentive

    C to set up the bonus

    D to setting sales budget in future

18. What is the other name of the guest check?

    A Sales report

    B List of menu

    C Blank check

    D Cheque book

19. Partnering with _____ who might be able to offer a venue and assistance with organizing or staffing an event.

    A publicity plan

    B food donation

    C corporate sponsor

    D community organizations

20. Which of the following is **NOT** related to venue, logistics & catering management in creating a master plan?

    A Contracts

    B Permits

    C Insurance

    D Media relations

21. In controlling the traffic, some elements of an event may need a license or special permission from different organizations. These organizations will be able to provide advice to event organization to help make their event more effective and safer. This statement is reffering to _____.

    A alerting the authorities

    B pedestrian and public transport

    C traffic control and signing/maps at events

    D traffic and travel information for event attendees

22. The function of suggestion selling is _____

    A a technique to sell the expensive selling.

    B a survey of cleanliness in food handling.

    C the process of examining consumer behavior.

    D to increase the purchase amount from the client.

23. Which one of the following is the upselling technique?

    A Offer the more expensive items.

    B Keep the strategy consistent all the time.

    C Be sure the product suggestions are relevant.

    D Train employees to customize suggestions for the customer.

24. The process of examining and factoring in consumer behavior to achieve the maximum amount of profit from a perishable good. This statement may refer to

_____.

    A suggestive selling

    B suggestion selling

    C upselling technique

    D yield management

25. What is HACCP?

    A Hight Analysis Cost Control Points.

    B High Analogue Critical Control Places.

    C Hazard Analogue Cover Control Places.

    D Hazard Analysis Critical Control Points.

26. Drying them overnight will be enable an opening server to fill this equipment at the beginning of the following shift. This equipment is reffering to _____

    A bottle

    B window

    C coffeepots

    D salt and pepper shaker

27. The first thing you need to do during an emergency if the fire breaks out happen is _____.

    A do not panic

    B never overload a circuit

    C pull the nearest fire alarm box

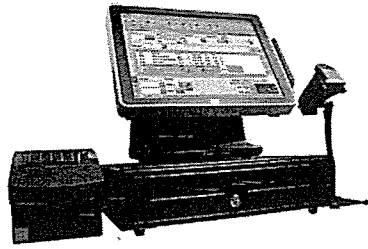   **D** call or send for help immediately

Figure 1

28. Based on **Figure 1**, this system is a stand-alone machine or a network of input and output devices used by restaurant employee to accomplish their daily activities including food and beverage orders. What is this system?

    A Place-of-sales system.

    B Paper-of-sales system.

    C People-of-sales system.

    D Point-of-sales system.

29. This system can be used to activate the timing order. When the guest orders the food at the counter, the cashier would give the guest an electronic card. The system is _____.

    A guest check system

    B table locator system

    C push for service system

    D menu management system

30. Which of the following is not related to the menu management system?

    A Create menu file.

    B Create recipe file.

    C Create inventory file.

    D Create ingredient files.

[30 MARKS]

PART B

This part consist of **FIVE (5)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

In a restaurant, a server plays a crucial role in providing customer service and ensuring a smooth dining experience. Successful servers often possess excellent communication skills, a positive attitude, and the ability to work efficiently in a fast-paced environment. They play a crucial role in shaping the overall dining experience for customers.

a. As a server, construct **three (3)** ways of hard sells versus soft sell in customer service

(3 marks)

b. Operate **three (3)** general principles that can be implemeted in all restaurants

(3 marks)

c. Apply **three (3)** suggestions for the server should follow when taking customer orders.

(3 marks)

d. Choose at least **three (3)** strategies for handling difficult guests.

(3 marks)

QUESTION 2

In the restaurant, servers are typically responsible for several tasks related to guest checks and sales reports. Effective communication and coordination with kitchen staff, accuracy in order entry, and attention to detail in handling guest checks and sales reports contribute to the overall success of the restaurant.

a. Build **three (3)** early stages of the food and beverage cycle that need to be known by the server.

(3 marks)

b. Prepare **three (3)** tasks to do if the server knows the menu

(3 marks)

c. Show in a written form about **three (3)** guest check that the server normally does.

(3 marks)

d. Access **three (3)** important of sales report.

QUESTION 3

Organizing a team for an event involves several key roles and responsibilities. By organizing these teams and defining their responsibilities, you can create a comprehensive structure for planning and executing a successful event. Effective collaboration among team members is crucial for the overall success of the event.

a. Employ **three (3)** lists of subcommittees needed for an event team.

(3 marks)

b. Choose any **three (3)** kinds of funds that can be sponsored by a corporate organization for an event.

(3 marks)

c. Use **three (3)** types of equipment for traffic control management at events

(3 marks)

d. Manage **three (3)** things of event promotion that can be started as a publicity plan

(3 marks)

QUESTION 4

Yield management, upselling techniques and suggestive selling strategies involve a delicate balance between increasing revenue and delivering value to the customer. When implemented effectively, all three strategies can contribute to a positive and mutually beneficial customer-business relationship.

a. Based on your understanding, illustrate a table with the meaning of upselling technique and yield management

(2 marks)

b. Classify any **three (3)** plans of suggestive selling for the salesperson.

(3 marks)

c. Practice any **two (2)** techniques of upselling that can be used by the salesperson.

(2 marks)

d. Manifest **two (2)** examples of industries that are used in yield management.

(2 marks)

QUESTION 5

A Point of sale (POS) system and an inventory control system are two essential components in the retail and hospitality industries. Integrating these systems can ensure the business operates efficiently, minimizing errors, and providing a better overall experience for both customers and business owners.

a. Predict **three (3)** benefit that you can get by using POS system at a restaurant.

(3 marks)

b. Discover **two (2)** reports that need to be printed for the inventory control system

(2 marks)

[50 MARKS]

PART C

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

Answer ALL questions in Answering Booklet.

QUESTION 1

Maintaining equipment cleanliness in a restaurant is critical for ensuring food safety, meeting health code regulations, and creating a positive dining experience for customers. By implementing a culture of cleanliness and hygiene within the restaurant, you can contribute to a safe and healthy environment for both your staff and customers. Regular training, effective communication, and a commitment to cleanliness standards are key components of successful equipment cleanliness in a restaurant setting.

Present an explanation of **five (5)** types of equipment that need to be cleaned for to maintain positive public image of a restaurant

(10 marks)

QUESTION 2

An automatic dishwashing machine, commonly known as a dishwasher is a labor-saving device designed to automate the process of cleaning dishes, utensils, and other kitchenware. It is a common appliance found in residential kitchens, as well as commercial establishments such as restaurants and hotels.

Make a list of **ten (10)** steps to use an automatic dishwashing machine that must be followed to achieve clean dishes.

(10 marks)

[20 marks]

END OF QUESTION PAPER