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FINAL EXAMINATION**

**COURSE NAME : FOOD AND BEVERAGE
MANAGEMENT**

COURSE CODE : DHM1043

EXAMINATION : JUNE 2023

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

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*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. Which of the following constraint is part of an in internal factor?
 - A Staff and control.
 - B Social and technical.
 - C Political and economic.
 - D Environment and social.

2. Policies can be used as guideline for the operation of a catering enterprise. It cover matters such as _____.
 - A government rules
 - B market regulations
 - C atmosphere and ambience
 - D market aimed and how to be care

3. Based on the following below, what is the best quality for the professional server?
 - A Ethnical.
 - B Work ethic.
 - C Independent.
 - D Good attention.

4. Which of the following is **NOT** the type of service restaurant?
 - A French service
 - B African service
 - C Russian service
 - D Find dining service

5. Political, social and _____ are known as the external factors in the constraint on food and beverage management.
- A staff
 - B technical
 - C ecological
 - D technology
6. Define fine dining restaurant.
- A Establishment that offer extended beverage and variety of cocktail menu.
 - B Establishment that offer very high standard in all aspect of service in their operation.
 - C Establishment that offer self-service method in which customers collect their own food from the service counter.
 - D Establishment that offer large sitting area where customer may purchase hot beverages and cold snacks for consumption primary in the house.
7. Quick and specialized service culture is also known as _____.
- A bistro
 - B buffet
 - C ethnic
 - D brasserie
8. The following are the formulation of an efficient control system, **EXCEPT**
- A Monitoring.
 - B Pricing function.
 - C Reduce job anxiety.
 - D Compiling all relevant information of cost and sales.
9. What is the challenge when creating a restaurant concept?
- A Must fit with the target market.
 - B Already established and have own brand.
 - C Have been tested with certain target market.
 - D Must have experience in the restaurant business.

10. Which of the following is the sequence of restaurant development?
- A Selecting concept.
 - B Love your concept.
 - C Visibility is important.
 - D Choose a date for the transformation.

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Figure 1

11. Based on **Figure 1**, what does the statement means in selecting a restaurant location?
- A Easy and safe.
 - B Space availability.
 - C Who doing the business.
 - D Proper wiring, and sprinkler system.
12. Which of the following might be the reason the restaurant concept failed?
- A Issue with menu design.
 - B Customer may be bored.
 - C The location is not suitable.
 - D Political and economical problem.
13. 'Define the problem' is the first step in changing the restaurant concept. What is the next step?
- A Create a plan.
 - B Choose a date for the transformation.
 - C Prepare loyal customer for the change.
 - D Purchase everything needed for the concept change.

14. One way to combat poor directional signage for helping customer to your location is by _____.
- A visibility
 - B area traffic
 - C area zoning
 - D easy access
15. What is the tips for developing a restaurant concept?
- A Make your concept profitable.
 - B Copy the inspiration from others.
 - C Make your concept become uneasy to identify.
 - D Understand the commitment you are making with.
16. When selecting a concept, you need to find the concept that can appeal in the market. The factors that need to be considered when selecting concept to appeal in the market are
- i. Food
 - ii. Menu
 - iii. Price
 - iv. Quantity
- A i, ii
 - B ii, iii
 - C ii, iv
 - D i, ii, iii
17. Which of the following is the Alcoholic Menu?
- A Juice.
 - B Squashes.
 - C Grapes wine.
 - D Aerated water.

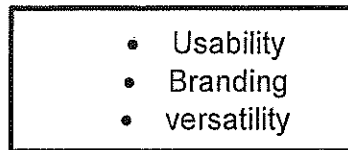


Figure 2

18. The key factor in Figure 2 is _____.
- A design
 - B proofing
 - C cleansing
 - D production
19. Fresh orange is made from _____ process.
- A blend
 - B cordial
 - C natural
 - D squashes
20. In menu planning, the _____ notify the guest about every aspect of the restaurant.
- A guide
 - B image
 - C identify
 - D informative
21. Which type of menu can make the guest choose anything from the menu dishes?
- A Fixed menu.
 - B Cyclic menu.
 - C Ala carte menu.
 - D Table d'hote menu.

22. What is the important step of menu planning?
- A Plan storage.
 - B Standard recipe.
 - C Capability of cook.
 - D Food cost percentage.
23. Chardonnay is a _____ wine.
- A red grape
 - B pink grape
 - C black grape
 - D white grape
24. Which of the following is **NOT** the type of syrup?
- A Cerise.
 - B Cassis.
 - C Citronelle.
 - D Cheni blanc.
25. What are the expenses that can be included in controllable expenses?
- A Food expenses.
 - B Salary expenses.
 - C Service expenses.
 - D Beverages expenses.
26. Which of the department is **NOT** a back of the house?
- A Kitchen department.
 - B Front office department.
 - C Purchasing department.
 - D Housekeeping department.

27. Guest check can be referred to as _____.
- A sales report
 - B list of menu
 - C book keeper
 - D captain order
28. _____ is the largest variable depending on the type of service provided
- A Fixed cost
 - B Labor cost
 - C Variable cost
 - D Controllable cost
29. One form of control many restaurant overlook during the end of night shift is _____.
- A costing
 - B recycling
 - C checking
 - D budgeting
30. Which of the following is **FALSE** about liquor control?
- A Beverage inventory must be secured all time.
 - B All bottles should have the liquor tax stamp of the restaurant on them.
 - C New bottle should be issued only when the old bottle has been returned.
 - D The storage area must be kept locked with only one key monitor by manager.

[30 MARKS]

PART B

This part consist of **FOUR (4)** questions.
Answer ALL questions in Answering Booklet.

QUESTION 1

Food server job is the restaurant professional who attend for customers' needs in a friendly, welcoming way while taking and delivering their orders quickly and accurately with an excellent customer service.

- a. Interpret **five (5)** GUEST acronym that has always been use in the business
(5 marks)
- b. Apply **four (4)** principles of formality and informality to all restaurant
(4 marks)
- c. Choose any **four (4)** suggestions for server to follow the magic phase
(4 marks)

QUESTION 2

As the restaurant owner, they need to teach their food server about the task that need to be done in the restaurant. They can also teach their food server to use the system to control the food and beverage task in the restaurant. However, the restaurant owner must remember to monitor their restaurant sales performance instead of focusing on their worker task.

- a. As a food server, prepare **six (6)** food and beverage task cycles that can be controlled in the checking system.
(6 marks)
- b. Show **two (2)** actions that need to be done by the food server when they know the menu step.
(2 marks)
- c. Predict **five (5)** things to be considered while analyzing the sales performance.

(5 marks)

QUESTION 3

The event director must handle a lot of planning for the event. The part of the event planning that they must do is to organize team for staff, find sponsorship to cover the cost and increase potential participation in event, build a brand for the event and others.

- a. Build **six (6)** types of positions that can be organized for the event team.
(6 marks)
- b. Construct **three (3)** best ways to create the brand event.
(3 marks)
- c. Manage **two (2)** types of organization partnership or sponsor that can be found to help in the event.
(2 marks)
- d. As event director, produce **five (5)** creation task that can be used for device control system when managing event staff.
(5 marks)

QUESTION 4

Upselling and suggestive selling is the technique that has been used in any sales matter. These techniques are both in sales strategies that are designed to increase the total value of a customer's purchase. Both techniques involve making additional suggestions to customers beyond what they were originally considering purchasing.

- a. Direct the meaning of:
 - i. Suggestive selling
 - ii. Upselling technique
(2 marks)

- b. Based on question 4 (a), manifest **three (3)** different ways upselling technique and suggestive selling technique can be used by the sales person.

(6 marks)

[50 MARKS]

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

Answer ALL questions in Answering Booklet.

QUESTION 1

Hygiene and sanitation are essential for maintaining good health and preventing the spread of diseases. Hygiene practices help to prevent the spread of germs and infections from person to person, while sanitation facilities and services help to prevent the spread of diseases through the environment and public spaces. Hygiene and sanitation practices are crucial for anyone especially those working in the food service industry, including professional servers. This practice is to maintain a healthy and disease-free environment for individuals and communities.

Discover **twelve (12)** rules of hygiene and sanitation that can be followed by professional server.

(12 marks)

QUESTION 2

Menu management systems and inventory control systems are two separate systems with different functions, but do share some similarities in terms of their purpose and benefits for a business. Both systems are important tools for any business in the food and beverage industry. While they serve different functions, they share similar benefits and can work together to help businesses improve their operations and profitability.

Demonstrate **four (4)** types of report that can be created using menu management system and inventory control system

(8 marks)

[20 marks]

END OF QUESTION PAPER

