

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR 2013-2014**

COURSE : 6<sup>th</sup> Semester of 3-year B.Sc. in H&HA  
SUBJECT : Food & Beverage Management  
TIME ALLOWED : 03 Hours MAX. MARKS: 100

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(Marks allotted to each question are given in brackets)

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Q.1. Define "Cost". What are the different types of cost in Food & Beverage Business?  
(10)

Q.2. What is Break-even analysis? Draw a Break-even chart using a suitable example.  
(5+5=10)

Q.3. Define Menu Engineering. Explain how it helps in deciding the suitability of a menu item on the menu card.

**OR**

Why is it necessary for the receiving clerk to have a complete set of the establishment's standard purchase specification?  
(10)

Q.4. Distinguish between (**any two**):  
(a) Menu planning and Menu merchandising  
(b) Perpetual inventory and physical inventory  
(c) Actual purchase price method and latest purchase price method  
(d) Call brands and pouring brands  
(2x5=10)

Q.5. Explain briefly (**any five**):  
(a) Variable cost (b) Portion control  
(c) Contribution (d) Fixed cost  
(e) Standard costing (f) Bin card  
(g) Cyclic menu (h) Contribution margin  
(5x2=10)

Q.6. List **any ten** bar frauds. Explain **two** with suggestion to control it.

**OR**

What are the primary purposes of establishing beverage purchasing control?  
(10)

Q.7. Write short notes (**any two**):

- (a) Par stock
- (b) Reorder point
- (c) Budgetary control
- (d) Menu as marketing tool
- (e) Standard cost

(2x5=10)

Q.8. Explain Menu Merchandising in detail.

(10)

Q.9. Explain Beverage Control cycle. Explain the importance of assigning responsibility for beverage purchasing.

(10)

Q.10. What is MIS? Explain the various reports generated through MIS in Food & Beverage business.

(10)

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