



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 08/04/2024

Batch and Term: 2022-25 and 4

Total Marks: 25

Time Duration: 02 Hours

Course Name: Food & Beverage Management

Course Code: IHCH112

Instructor: Ms. Gauri Patil/ Prof. I.S.Mirza

This paper contains 02 pages in addition to the cover page.

Full Name of the Student: _____

Permanent Registration Number: _____ Class: _____

Marks Obtained: _____ Faculty Signature: _____ Invigilator Signature: _____

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.

Answer the following questions

Q.1) Define labour cost. Explain different factors which effect the labour cost in hotel. **(05 marks)**

Q.2) Explain different strategies used for marketing of food & beverage service outlet. **(05 Marks)**

Q.3) A Dubai based company is looking forward to open a five star hotel in Goa. As a facility consultant you are requested to find out the best location in the state. Which are the different factors you need to consider while choosing a location for 5 star. **(05 Marks)**

Q.4) You have just been employed as a management trainee by Marriott Fairfield Benaulim. Analyze the following Menu (Main course) and apply Menu engineering concept to classify the menu items.

Item	Number sold	Menu Mix%	Cost per item	Price per item	Cost %
Truite au bleu beurre fondu	80		180.00	310.00	
Sole menuiere	75		160.00	250.00	
Goulache Hungroise	70		150.00	220.00	
Fondue Bourguignonne	65		190.00	300.00	
Filtres de veau en croute	55		175.00	250.00	
Tendrons de veau Dubarry	95		140.00	260.00	
Selle de chevreuil Mirza	120		190.00	320.00	
Poulet a la king	75		130.00	220.00	
Carbonade de boeuf	40		150.00	240.00	
Spaghetti Napolitaine	130		90.00	170.00	
Spaghetti Carbonara	90		110.00	200.00	
Spaghetti Bolognaise	150		100.00	190.00	
Total Menu Mix					

Please use the attached menu engineering worksheet.

(10 Marks)

