



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

Type: Semester End Assessment

Date: 25th April 2022

Term: 4

Total Marks: 25

Time Duration: 2 Hrs

Course Name: Food & beverage management

Course Code: IHCH112

Instructor: Prof. Irfan Mirza

Ms. Gauri Patil

This paper contains 01 page in addition to the cover page.

Name: _____

Student 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 avoid interacting or communicating with their peers.
- Students must enter the examination hall 10 minutes prior to the scheduled time of the examination.
- Students will carry only their essential Books, notes, pens, pencils, calculators and scales 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 and beeping watches are prohibited in the examination hall. The usage of electronic data banks is prohibited.
- 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.
- Students will not be permitted to exit the examination hall 30 minutes prior to end time of an examination. A student leaving the room will have to return his/her paper to the faculty and the paper will be considered as completed.
- Students may be permitted to take a break under exceptional circumstances only if accompanied by an invigilator.



Answer All Questions

- I. Explain in detail the concept of PQRST? (5 marks)
- II. What is labour cost? Explain different factors which effect the labour cost in hotel(Any 6) (5 marks)
- III. Explain different strategies used for marketing of food & beverage service outlet? (5 marks)
- IV. You have just been employed as a management trainee by leading five star hotel in Goa. Analyse the following Menu (Main course) and apply Menu Engineering Concept to classify the menu items. (10 marks)

Item	Number sold	Menu Mix %	Cost per item	Price per item	Cost %
Grilled fish	800		80.00	210.00	
Sole menuiere	605		120.00	250.00	
Green pepper steak Madagascar	720		95.00	200.00	
Hamburger American style	655		140.00	300.00	
Porthouse steak "Henry IV"	545		75.00	150.00	
Chicken Maryland	965		82.00	160.00	
Grilled chicken American style	1260		92.00	210.00	
Chicken burger	750		60.00	150.00	
Risotto with saffron	460		78.00	150.00	
Spaghetti Napolitaine	1300		80.00	170.00	
Spaghetti Carbonara	900		110.00	220.00	
Spaghetti Bolognese	1450		100.00	190.00	
Total Menu Mix					

Please use the attached menu engineering worksheet.

