

Type: Semester End Assess	ment	Date: 25th April 2022
Term: 4	Total Marks: 25	Time Duration: 2 Hrs
Course Name: Food & beve Course Code: IHCH112	erage management	Instructor: Prof. Irfan Mirza Ms. Gauri Patil
This paper contains 01 pag	e 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	Menu	Cost per	Price	Cost
	sold	Mix %	item	per	%
				item	
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 Bolognaise	1450		100.00	190.00	
Total Menu Mix					

Please use the attached menu engineering worksheet.

The control of the													Date: 27-10-2015
TEM   Number   Menu   Coat   Price   tem CM   Total   Total   Menu CM   Coat   Price   tem CM   Total   Total   Menu CM   Coat   Price   tem CM   Coat   Reve   Coat   C				MENU E	<b>IGINEERI</b>	NG WOR	SHEET						Meal Period: August 1988
Sh   Number   Number   Cost   Price   Hem CM   Cost   Reve   Cost   Number   Cost   C													
1FDM         Number Sold         Ameny Sold         Cott         Price Rem CM         Total Rem CM         Total Rem CM         Total Rem CM         Cott         Amen Cm         Amen Cm         Cott					-		-						
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