

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BHMCT- SEMESTER-7 EXAMINATION – WINTER - 2016**

**Subject Code: 173302**

**Date: 22/10/2016**

**Subject Name: Food & Beverage Control - II**

**Time: 10:30AM – 01:00PM**

**Total Marks: 70**

**Instructions:**

1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|---|-----------|
| <b>Q.1</b> | (a) Explain menu engineering with reference to menu planning                      | <b>07</b> |
|            | (b) Write down the elements important for food promotion                          | <b>07</b> |
|            |   |           |
| <b>Q.2</b> | (a) Write the types of menu & elaborate cyclic three course menu without beverage | <b>07</b> |
|            | (b) Write a note on any one international fast food joint & its USP               | <b>07</b> |
|            |   |           |
| <b>Q.3</b> | (a) Write a note on “ Essence of Services”  | <b>07</b> |
|            | (b) Furnish the cover & accompaniment of “ Boiled Beef”                           | <b>07</b> |
|            |   |           |
| <b>Q.4</b> | (a) Elaborate Human Resource Planning & its relevance to Food Service Operation   | <b>07</b> |
|            | (b) Explain the effectiveness of Training & Development                           | <b>07</b> |
|            |   |           |
| <b>Q.5</b> | (a) Write a note on Yield Management  | <b>07</b> |
|            | (b) Give a brief introduction on various Food & Beverage Analysis & Reports       | <b>07</b> |
|            |   |           |
| <b>Q.6</b> | (a) Write a note on recent trends in Flight Catering                              | <b>07</b> |
|            | (b) Elaborate menu planning & costing for an formal event                         | <b>07</b> |
| <b>Q.7</b> | (a) Write a note on common contract rule & regulation                             | <b>07</b> |
|            | (b) List the common Approval and licensing procedure                              | <b>07</b> |

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