

FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Hotel Management (DHMN)
Diploma In Culinary Arts (DCAN)

Course : DHM1110 : Food and Beverage Management

Date of Examination : December 6, 2018 (Thursday)

Time : 5:00 pm – 7:00 pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Section A: THIRTY (30) Multiple Choice questions. Answer ALL the questions.

Section B: Short answer questions. Answer ALL the questions.

IMPORTANT NOTE : **THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials permitted : Nil

Materials provided : OMR Sheets

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This paper consists of 11 printed pages, including the cover page.

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DHM1110 : FOOD AND BEVERAGE MANAGEMENT
FINAL EXAMINATION : AUGUST 2018 SESSION

Section A : Multiple Choice question (30 marks)

Instructions : This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the **OMR** sheet provided.

1. Russian service is also known as
 - A. Gueridon service
 - B. Buffet service
 - C. Silver platter service
 - D. Family Service

2. Traffic patterns play important role in every restaurants. What is the purpose of traffic patterns in restaurants?
 - A. To limit access
 - B. To control space
 - C. To move people
 - D. To sell product

3. Select, what are the advantages of opening a independent restaurant?
 - (i) Relatively easy to open
 - (ii) Restaurateur can “do their own thing”
 - (iii) Plenty of room in certain locations
 - (iv) Acquire financing for expansion
 - A. (i), (ii), and (iii)
 - B. (ii), (iii), and (iv)
 - C. (i), (ii), and (iv)
 - D. All the above

4. Major factors affecting growth of restaurant industry include:
- (i) Reduction in the number of under 25-years old, traditionally the major users of quick service restaurant
 - (ii) A growing trend towards co-branding or multi concept branding in one building has also had the effect of reducing growth
 - (iii) Poor planning
 - (iv) Customer growth continues to be driven by the rising number of high income households as well as a need for convenience and value
- A. (i), and (ii)
B. (i), (ii), and (iii)
C. (i), (ii), and (iv)
D. All the above
5. Restaurant concepts frame the public perceptions which includes:
- (i) Perceived restaurant image
 - (ii) Should fit the required target market
 - (iii) To be different or better than the competitor
 - (iv) Modify as competition arises
- A. (i), and (ii)
B. (ii), and (iii)
C. (i), (ii), and (iii)
D. All the above
6. In every restaurant and hotel, service staff are trained about etiquette. What are the etiquette of a service personnel when taking guest order?
- (i) Stand erect
 - (ii) Eye contact
 - (iii) Smile
 - (v) Listen attentively
- A. (i), (ii) and (iii)
B. (i), (ii), and (iv)
C. (ii), and (iv)
D. All the above

7. What is the purpose of dividing total revenue against total covers?
- A. To get average check
 - B. To calculate profitability
 - C. To calculate staff cost
 - D. To get food cost
8. Which of the following refers to the objective to hiring a good candidate?
- A. Hire people who project an image and attitude appropriate for your restaurant
 - B. Hire people who will work with you rather than spend their time fighting your rules, procedures, and systems.
 - C. Hire people whose personal and financial requirements are good, fit with the hours and positions you are hiring
 - D. All the above
9. Below are the factors affecting the bar layout and design **EXCEPT**.
- A. Distance to the storeroom and dispensing
 - B. The length of the working table
 - C. Degree of self-sufficiency of the bar
 - D. Location of the beer kegs and cooling equipment
10. Owners use this to describe the purpose of the organization and outlines the objective.
- A. Vision statement
 - B. Mission statement
 - C. Target statement
 - D. Direction statement

11. Unsanitary food practices can lead to food contamination. Which of the following practices reduces the risk of contamination?

- (i) Prepare color coded chopping board for specific raw material
- (ii) Clean and sanitize work stations between each job
- (iii) Employee are allowed to report to work when they are infected with flu
- (iv) When storing food, separate the food items that are raw and cooked.

- A. (i), (ii), and (iii)
- B. (ii), (iii), and (iv)
- C. (i), (ii), and (iv)
- D. All of the above

12. Identify the reasons for a to restaurant fail.

- (i) Lack of planning
- (ii) Lack of focus on customer's needs
- (iii) Failure to react to in a timely trend to those desire
- (iv) Losing focus on food cost and when prifilages takes place

- A. (i), (ii) and (iii)
- B. (ii), (iii) and (iv)
- C. (i), (ii), and (iv)
- D. All of the above

13. When choosing location, we have to conduct survey on:

- (i) Clientele
- (ii) Type of restaurant
- (iii) Menu price structure
- (iv) The manager

- A. (i), (ii), and (iv)
- B. (ii), (iii), and (iv)
- C. (i), (ii), and (iii)
- D. All the above

14. As a leader or a manager in a restaurant, the purpose of organizing is to get a job done efficiently and effectively by completing these tasks:
- A. Divide work into specific jobs and departments
 - B. Assign tasks and responsibilities
 - C. Coordinate diverse organizational tasks
 - D. All of the above
15. What are the green dining best practices?
- (i) Go organic
 - (ii) Grab what is available from any supplier
 - (iii) Use items which are environmental friendly
 - (iv) Reduce transport greenhouse gasses
- A. (i), (iii), and (iv)
 - B. (ii), (iii), and (iv)
 - C. (i), (ii), and (iv)
 - D. All the above
16. Which of the below are factors of meal experience in a restaurant?
- (i) Level of service
 - (ii) Food and drink on offer
 - (iii) Level of cleanliness and hygiene
 - (iv) Value for money and price
- A. (i), and (ii)
 - B. (ii), (iii), and (iv)
 - C. (i), (iii), and (iv)
 - D. All the above
17. What are **THREE (3)** types of market?
- A. Primary market, middle market and customer market
 - B. Primary market, secondary market and tertiary market
 - C. Primary market, secondary market and customer market
 - D. Primary market, middle market and tertiary market

18. Which of the statements is **TRUE** about primary market?
- A. They accept or produce product and distribute them to the local market
 - B. The retail or cash warehouse is a method suitable for smaller companies
 - C. What happens in this market will effects the entire market
 - D. A contract to do business with an establishment
19. What are the purchasing systems available?
- A. Formal bid buying and open market buying
 - B. Informal bid buying and close market buying
 - C. Formal bid buying and close market buying
 - D. Informal market buying and open market buying
20. Which is **NOT** true about the principle of organizing menu?
- A. Cold and warm dishes are listed separately
 - B. Courses are separated as per categories
 - C. Richer dishes are listed before the lighter dishes
 - D. Low calories dishes should be indicated with the number of calories
21. Which of the following options is duty of a bar tender?
- (i) Execute beverage orders from staff or guests
 - (ii) Serve wine, sprits, cocktails, and bottled or draft beer
 - (iii) Clean bars, work areas, and tables
 - (iv) Mix ingredients to prepare cocktails and other drinks
- A. (i), (ii), and (iv)
 - B. (iii), and (iv)
 - C. (ii), and (iv)
 - D. All the above

22. Types of foodservice system include :

- (i) Convenience system
- (ii) Conventional system
- (iii) Ready food system
- (iv) Correction system

- A. (i), (ii) and (iii)
- B. (ii), and (iv)
- C. (i), (ii), and (iv)
- D. All of the above

23. Assuming the cost of a bag of coffee beans is RM70.00 for 1kg and a cup of espresso uses 18gms of coffee, what is the cost for a cup of espresso?

- A. RM 1.08
- B. RM 2.25
- C. RM 1.26
- D. RM 1.98

24. Types equipment required to set a complete buffet includes:

- (i) Chaffing dish
- (ii) Action stall
- (iii) Decorations
- (iv) Serving gear and tongs

- A. (i), (ii) and (iii)
- B. (ii), and (iv)
- C. (i), (ii), and (iv)
- D. All of the above

25. _____ allows the restaurant to assign a desired sale price to menu items. The price is usually competition – or market based.

- A. Base price pricing
- B. Competition pricing
- C. Mark up pricing
- D. Menu pricing

26. When preparing buffets, specific techniques are required. What are the techniques:

- (i) Food selection
- (ii) Food preparation
- (iii) Controlled cooking
- (iv) Lighting

- A. (i), (ii) and (iii)
- B. (ii), (iii), and (iv)
- C. (i), (ii), and (iv)
- D. All the above

27. Which of the following is the definition of marketing according to Robert Reid

- (i) Determining the needs and wants of consumer
- (ii) Creating the mix of products and services that will satisfy customers
- (iii) Able to distinguish between marketing and sales
- (iv) Promoting and selling product-service mix to generate level of income satisfactory to the management.

- A. (i), and (ii)
- B. (ii), and (iv)
- C. (i), (ii), and (iv)
- D. (i), (ii), and (iii)

28. Which of the following are safe practices when handling food:

- (i) Heat foods rapidly to avoid the danger zone.
- (ii) Heat food in small quantities at a time.
- (iii) Cooling hot food in a chill ice bath or running water quickly.
- (iv) Thawing food to be in room temperature for safety reasons

- A. (i), (ii) and (iv)
- B. (i), (ii), and (iii)
- C. (ii), (iii), and (iv)
- D. all of the above

29. What are the **TWO (2)** types of cost categories in restaurant operations?

- A. Food cost, Beverage cost
- B. Staff cost, Electricity cost
- C. Fixed cost, Variable cost
- D. Operating cost, overhead cost

30. Which of the following can be regarded as back of the house items?

- (i) Dishwashing machine
- (ii) Food preparation table
- (iii) Service station
- (iv) Receiving

- A. (i), (ii) and (iii)
- B. (i), (ii), and (iv)
- C. (i), (iii), and (iv)
- D. All of the above

Section B : Answer **ALL** questions in the answer booklet provided. **(70 marks)**

Question 1

- (a) Briefly explain **FIVE (5)** functions of advertising. **(10 marks)**
- (b) A successful restaurant business requires effort, perseverance, self-discipline and ability. Provide **FOUR (4)** other very important personality traits in restaurant operations. **(4 marks)**

Question 2

- (a) Describe the function of an income statement. **(4 marks)**
- (b) Provide **FOUR (4)** reasons people patronize restaurants, with examples. **(4 marks)**

Question 3

List down **THIRTEEN (13)** types of insurance available for the restaurant business.

(13 marks)

Question 4

ONE (1) out of **THREE (3)** restaurant fail in their first year of operations. Provide **FIVE (5)** reasons for a restaurant to fail.

(10 marks)

Question 5

What are the challenges faced by staff and owners in restaurant operations? Briefly, explain what it takes to overcome these challenges?

(15 marks)

Question 6

Describe the factors required for a restaurant owner in setting the price of the item in a menu.

(10 marks)

-THE END-

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