



**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Culinary Arts (DCA)

Course : DHM1110 : Food and Beverage Management

Date of Examination : July 21, 2014 (Monday)

Time : 2:00 pm – 4:00 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

Examiner (s) : Mr Chef Yuzrem Ezri Mohd Yunus, Ms Aliya Marnina Binti Amirudin

Moderator : Dr Kamal Izzuwan Ramli

*This paper consists of 10 printed pages, including the cover page.*

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)  
DHM1110: FOOD AND BEVERAGE MANAGEMENT  
FINAL EXAMINATION: APRIL 2014 SESSION

**Section A : Multiple Choice (30 marks)**

**Please answer all the questions given**

1. It is a type of restaurant that includes franchised networks, where a company grants a license to an independent small business owner to use the franchisor's brand name.
  - A. Owned restaurant
  - B. Chain restaurant
  - C. License restaurant
  - D. Family owned restaurant
  - E. None of the above
  
2. Which of the statement below is **FALSE**?
  - A. A casual dining restaurant is a type of restaurant which performs an informal service sequence towards customers. For example, TGI Fridays.
  - B. A full service restaurant is usually practiced in fine dining restaurants.
  - C. A quick service concept can also be practiced in full service restaurants.
  - D. All of the above
  - E. A & B
  
3. \_\_\_\_\_ correlates highly with the degree of service offered, the time of eating, the labor cost, the amount of space offered and the cost of the restaurant itself.
  - A. Menu
  - B. Menu costing
  - C. Menu pricing cost per seat
  - D. Restaurant costing
  - E. All of the above

4. For a concept development for hotels and restaurant, the planning process includes all of these factors **EXCEPT**:
- A. Bank loans
  - B. Money
  - C. Marketing
  - D. Management
  - E. None of the above
5. Restaurants marketing plan should not only show how it will entice new customers, but must also show how it will
- A. encourage them to eat out more often.
  - B. do it without offering free food.
  - C. encourage them to return.
  - D. limit their alcohol intake.
  - E. All of the above.
6. When writing a business plan, owners must remember that patrons don't buy features, they buy
- A. glamour
  - B. benefits
  - C. leisure living
  - D. entertainment
  - E. All of the above
7. \_\_\_\_\_ does **NOT** take orders in a restaurant?
- A. Waiter
  - B. Hostess
  - C. General Manager
  - D. Restaurant Manager
  - E. None of the above
8. Knowing who will patronize a restaurant and delivering what they want is called
- A. marketing
  - B. advertising
  - C. public relation
  - D. merchandising
  - E. none of the above

9. By not admitting one's mistake but put it on someone else is known as\_\_\_\_\_.
- A. defensive
  - B. blaming
  - C. ignore
  - D. refusing
  - E. All of the above
10. A marketing strategy helps a restaurant define its
- A. Competitive advantage
  - B. Advertising budget
  - C. Ambience and décor
  - D. Training and development program
  - E. All of the above
11. If the manager finds out that one of the staffs has placed the wrong order for the guest, what is the most effective solution?
- A. Scold the staff
  - B. Make the staffs pay for the wrong order
  - C. Apologize to the guest and place the correct order
  - D. None of the above
  - E. Ignore the wrong order
12. If a guest has diabetes and has problem walking, what is the most effective solution?
- A. Leave the guest.
  - B. Allow the guest to seat somewhere inconvenient for him or her.
  - C. Giving the privilege to the guest where he or she wants to seat.
  - D. Suggest sugar free food to guests.
  - E. None of the above
13. This is done by analyzing the community, the customer and the competition.
- A. Market plan
  - B. Market demand
  - C. Market assessment
  - D. Market strategy
  - E. None of the above

14. Which of the below does **NOT** describe about guest with special diet?
- A. Allergies
  - B. Diabetic
  - C. Low sodium
  - D. Enjoyment of eating
  - E. None of the above
15. If the customer comes to dine in and he/she is a Buddhist, what are the possible food that he/she will **NOT** consume?
- A. Garlic
  - B. Meat
  - C. Pork
  - D. Onion
  - E. All of the above
16. One reason why many restaurants flag certain menu items with some type of a healthy heart symbol is to indicate that the items
- A. Contain only quality ingredients
  - B. Meets specific nutrition standards
  - C. Are approved by food organizations
  - D. Provide a day's supply of vitamins
  - E. None of the above
17. Which form of promotion do large restaurants often use to attract corporate and group business?
- A. Advertising
  - B. Public relations
  - C. Publicity
  - D. Personal selling
  - E. All of the above

18. Restaurant supply businesses that incorporate several environmentally oriented objectives in the promotional plan usually emphasize \_\_\_\_\_ strategies.
- A. Direct mail
  - B. Personal selling
  - C. Public relations
  - D. Cooperative advertising
  - E. None of the above
19. One reason why it is important to prepare salads shortly before they are served is because salads are
- A. Expensive
  - B. Perishable
  - C. Nutritious
  - D. Complicated
  - E. Delicious
20. A menu which offers choices in each course and in which each item is individually priced and charged for is
- A. A la carte menu
  - B. Table d'hôte menu
  - C. Fixed price menu
  - D. Carte du jour
  - E. Plat du jour
21. The type of operation that depends most heavily on atmospherics is a
- A. Theme restaurant.
  - B. Fine-dining restaurant
  - C. Quick service restaurant
  - D. Bakery and cafe
  - E. None of the above
22. When ordering items from a supplier, product specification should be
- A. clearly defined during the phone call.
  - B. left to the supplier to fulfill.
  - C. put in writing.
  - D. left for the person receiving the goods to decide
  - E. none of the above

23. A food purchasing system should consist of the following **EXCEPT**:
- A. Establishing standards for each item.
  - B. Establishing a system that maximizes effort, losses and control of theft.
  - C. Establishing the amount of item that should be on hand.
  - D. Identifying who will do the buying and keep up the food-purchasing system.
  - E. None of the above
24. Marketing geographic segmentation refers to
- I. Country
  - II. City
  - III. Neighborhood
  - IV. Education
- A. I, II
  - B. I, II, III
  - C. I, II, IV
  - D. II, III, IV
  - E. I, II, III, IV
25. \_\_\_\_\_ is a written list of the food items served.
- A. Inter kitchen ticket
  - B. Purchase request
  - C. Menu
  - D. Receipt
  - E. Invoice
26. Menus come in different forms. Which of the following is **NOT** applicable?
- A. On a blackboard
  - B. On a placemat
  - C. On kitchen wall
  - D. On a card
  - E. Booklet

27. There are 3 levels of restaurant product, consist of core, formal and augmented product. Which are the examples of augmented product?
- I. Valet parking
  - II. Table reservation
  - III. Relaxing place
  - IV. Décor
- A. I, II
  - B. I, II, III
  - C. I, II, IV
  - D. II, III, IV
  - E. I, II, III, IV
28. There are three types of hazards to safe food. Of these three, the highest percentage of foodborne illness outbreaks is cause by;
- A. Chemical hazard
  - B. Physical hazard
  - C. Biological hazard
  - D. Animal hazard
  - E. Radioactive hazard
29. Some of the most common food safety risks in day-to-day food production fall into three key areas:
- I. Cross contamination
  - II. Poor hygiene
  - III. Time abuse
  - IV. Backdoor selling
- A. I, II
  - B. I, II, III
  - C. I, II, IV
  - D. II, III, IV
  - E. I, II, III, IV
30. It is central in the decision-making process of any foodservice operation.
- A. Back of the house
  - B. Menu
  - C. Marketing
  - D. Promotion
  - E. Market segmentation

**Section B:** Short Essay questions. (70 marks)

Answer **all** the questions given.

**Question 1**

Identify **FIVE (5)** roles of the restaurant manager in sanitation. Provide examples to support your answer.

(10 marks)

**Question 2**

List **FIVE (5)** duties as a server in a restaurant.

(5 marks)

**Question 3**

Name and briefly describe the **FIVE (5)** different types of Food and Beverage outlets.

(5 marks)

**Question 4**

What are the factors that affect bar layout and design?

(5 marks)

**Question 5**

What is a concept? Explain what are included in a concept for restaurant.

(8 marks)

**Question 6**

Define all the terms below:

- I. Cycle menu
- II. Table d'hote
- III. A la carte
- IV. Fixed Price menu
- V. Carte du Jour

(10 marks)

**Question 7**

Discuss the **SIX (6)** steps in handling guest complain.

(12 marks)

**Question 8**

What are the etiquettes when taking order?

(5 marks)

**Question 9**

Discuss the **FIVE (5)** functions of advertising.

(10 marks)

**-THE END-**

*DHM1110(F)/April 2014/reformatted*