

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

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

Course : **DHM1110 : Food and Beverage Management**

Date of Examination : July 31, 2017 (Monday)

Time : 8:00 am – 10:00 am 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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DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM1110: FOOD AND BEVERAGE MANAGEMENT
FINAL EXAMINATION: APRIL 2017 SESSION

Section A

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

1. 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 & II
- B. I, II, III
- C. I, II, IV
- D. I, II, III, IV

2. Identify the reasons that restaurant fail

- I. lack of planning
- II. lack of focus on the customer's need
- III. failure to react in a timely trend to those desire
- IV. losing focus on cost of doing business

- A. I & II
- B. I, III, V
- C. I, II, III
- D. I, II, III, IV

3. Tangibility of service quality can be described as _____
- A. ability to perform the promised service dependably and accurately
 - B. knowledge and courtesy of employees and their ability to convey trust and confidence
 - C. caring, individualized attention the firm provides its customers
 - D. appearance of physical facilities, equipment, personnel, and communication materials
4. What are the meal factors 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 & II
 - B. II, III
 - C. III, IV
 - D. I, II, III, IV
5. Which of the following gives an impact on the overall ambience of a restaurant.
- I. Temperature
 - II. Sound
 - III. Server's uniform
 - IV. Linens
- A. I & II
 - B. II, III
 - C. III, IV
 - D. I, II, III, IV
6. Flavor is defined as
- A. the sensory impression of a food or other substance determined by chemical senses.
 - B. menu-labeling with calorie count.
 - C. showcases everything you have to offer for food and beverage.
 - D. systematic flow of items from receiving clerk to guests.

7. Which of the following best describe mission statement:
- I. Describes the purpose of the organization
 - II. Outlines activities performed for guests
 - III. Explains the purpose of the menu as a marketing tool
 - IV. List of procedures to be carried out when guest complains
- A. I & II
B. II & III
C. III & IV
D. I, II, III & IV
8. The following are the traits of an effective restaurant leader **EXCEPT**:
- I. Desire to influence others
 - II. Honesty and moral character
 - III. Immaturity
 - IV. Ignorance
- A. I & II
B. II & III
C. III & IV
D. I, II, III & IV
9. 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

10. Which is **NOT** true about the principle of organizing menu?
- A. Cold and warm dish are listed separately
 - B. Courses separated according to category
 - C. Richer dish listed before the lighter dish
 - D. Low calories dish should be indicated with the number of calories
11. A well designed _____ communicates the images, style, cuisine, and even the price range of the operation.
- A. menu cover
 - B. materials
 - C. size
 - D. placement
12. Which of the following falls under the category of Theme Restaurant:
- I. Hard Rock Café
 - II. Chilli's Grill and Bar
 - III. McDonalds
 - IV. Pizza Hut
- A. I & II
 - B. II & III
 - C. III & IV
 - D. I, II, III & IV
13. _____ allows the restaurant to assign a desired sale price to menu items. The price is usually competition – or market based.
- A. Competition pricing
 - B. Mark up pricing
 - C. Base price pricing
 - D. Menu pricing

14. 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 these needs and wants.
 - 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,II,III
 - B. I,II,IV
 - C. I,II,V
 - D. I,II,III & IV
15. Below are the purpose of an interview session, **EXCEPT**:
- A. Gain sufficient information to determine the applicant is capable of doing the job
 - B. Give information about the company and the job
 - C. To ask appropriate, but leading questions
 - D. To find out the candidate's personal problems
16. _____ are the activities that stimulate the patron to want what the restaurant offer.
- A. Marketing
 - B. Sales
 - C. Promotion
 - D. Discount
17. Which of the marketing mix is used to create brand awareness?
- A. Place
 - B. Product
 - C. Price
 - D. Promotion

18. _____ is also an important consideration in the selection of a restaurant. Today restaurant guest wants value and will patronize those restaurants which they perceive give good value.
- A. Place
 - B. Product
 - C. Price
 - D. Promotion
19. _____ is the activity by which restaurateurs seek to persuade customers to not only become first-time buyers but also repeat customers.
- A. Place
 - B. Product
 - C. Price
 - D. Promotion
20. Which of the following refers to the objective to hiring:
- 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 a good fit with the hours and positions you are hiring for.
 - D. All of the above.
21. The bar setup can be in three different way except
- A. Side bar
 - B. Front bar
 - C. Back bar
 - D. Under bar

22. Food on which bacteria thrive is known as potentially hazardous. Which of the following are the safe practices when handling food:
- I. Heat foods rapidly to avoid the danger zone.
 - II. Heat food in small quantities at a time.
 - III. When hot food must be cooled, chill them quickly in an ice bath or running water.
 - IV. Food that needs to be thawed can be left at room temperature.
- A. I & II
 - B. I, II, III
 - C. I, II, IV
 - D. I, II, III & IV
23. Below is the bartenders' responsibilities EXCEPT
- A. Properly handling guests problems
 - B. Maintaining an establish liquor cost
 - C. Serving bread and butter
 - D. Operating cash register
24. Food item shelf life refers to:
- A. length of time between ordering and receiving of food items.
 - B. length of time a food item can be stored without appreciable loss in quality or weight.
 - C. guest's waiting time between placing an order and delivery of food.
 - D. Length of time taken by guest to consume a meal.
25. In the bid to sustainability, restaurants are moving towards buying more locally by
- A. Cutting down freight costs
 - B. Strengthening regional economies
 - C. Supporting family farms
 - D. All of the above

26. Assuming a bag of coffee beans is priced at RM70 for 1kg and a cup of espresso uses 18gms of coffee, what is the cost for a cup of espresso?
- A. RM1.26
 - B. RM1.08
 - C. RM2.25
 - D. RM1.98
27. What is the purpose of dividing total revenue against total covers?
- A. To get average check
 - B. To get the food cost
 - C. To get the profitability
 - D. To calculate staff cost
28. Why do restaurants maintain information about the average number of items ordered in the past when forecasting servings of food items?
- A. To negotiate favourable prices
 - B. To purchase correct quantities
 - C. To determine storage options
 - D. To schedule timely deliveries

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

- I. Prepare colour coded chopping boards and dedicate the colours to specific foods.
 - II. Clean and sanitize work stations between each job.
 - III. Employees can report to work when they are down with flu.
 - IV. When storing food, separate the food items that are cooked and foods to be served raw.
- A. I & II
 - B. I, II, III
 - C. I, II, IV
 - D. I, II, III, IV

29. _____ storage system is often practiced to better maintain product quality and food safety in a restaurant.

- A. FIFO
- B. LIFO
- C. CAYG
- D. TAAT

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

Question 1

- (a) Success in any business requires effort, perseverance, self-discipline and ability. Discuss **FOUR (4)** other personality traits are especially important in the restaurant business. (4 marks)
- (b) Provide **THREE (3)** reasons people patronize restaurants. Justify with examples. (6 marks)

Question 2

Discuss what makes a fine dining restaurant in the aspect of the economics and menus. (10 marks)

Question 3

The semimonthly magazine, Restaurant Business publishes an annual Restaurant Growth Index, the purpose of which is to list the best and worst places to open a restaurant in the United States. Quite correctly, the editors say that selecting a restaurant site or a restaurant city is both a science and art. What is good for one restaurant might not be good for another. List and discuss **FIVE (5)** factors to consider in relations to developing a concept and market of a restaurant business. (10 marks)

Question 4

Hiring and training employees are the most important process to ensure a smooth restaurant operations.

- (a) List **FIVE (5)** employee sources other than newspaper classified advertisement.
(5 marks)
- (b) There is a lot of agreement as to what makes a good server. Elaborate **FIVE (5)** attributes that restauranters look for.
(5 marks)

Question 5

Many considers menu as the heart of the restaurant. It is one of the marketing tools that when done properly will assist the servers to better upsell the menu items. Elaborate **FIVE (5)** considerations in planning a menu.

(10 marks)

Question 6

Identify **FIVE (5)** roles of the restaurant manager in sanitation with example.

(10 marks)

Question 7

It is a common practice for establishments to practice providing orientation for new employees joining the team. Provide **FIVE (5)** goals for an orientation program.

(10 marks)

-THE END-

