



RESIT
Examination Paper

(COVER PAGE)

Session : August 2014

Programme : Diploma In Hotel Management (DHMN)

Course : DHM1110: Food and Beverage Management

Date of Examination : December 9, 2014 (Thursday)

Time : 3:00 pm – 5:00 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

Materialspermitted :

Nil

Materials provided :

OMR / Answer Booklet

Examiner (s) : Chef Sperico

Moderator : Dr Kamal Izzuwan Ramli

This paper consists of 9 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN HOTEL MANAGEMENT (DHMN)
DHM1110 : FOOD AND BEVERAGE MANAGEMENT
RESIT EXAMINATION : AUGUST 2014 SESSION

Section A (30 marks)

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

1. *Maitre d'hotel de Carre* is the typical job title for
 - A. Station headwaiter
 - B. Restaurant manager
 - C. Head waiter
 - D. Wine butler
 - E. Executive chef

2. SWOT analysis, stands for strengths, weaknesses, opportunities & _____.
 - A. time
 - B. thought
 - C. trouble
 - D. threat
 - E. tables

3. All of restaurants have their own dreams. The typical restaurant dreams are listed below except for;
 - A. With a lot of guest
 - B. Having skilled, motivated employee
 - C. High operation cost
 - D. Fantastic food and great service
 - E. Profits

4. Restaurant that fits the societal trend of a more relaxed lifestyle known as
 - A. Quick service restaurant
 - B. Fine dining restaurant
 - C. Family restaurant
 - D. Ethnic restaurant
 - E. Casual dining restaurant

5. 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'hote menu
 - C. Fixed price menu
 - D. Carte du jour
 - E. Buffet menu
6. Plate service is where
- A. Food is transferred from a service dish to the guest's plate from the left
 - B. Food is plated in the kitchen or at a service point
 - C. Trolley is used for the service or preparation of foods in the dining room
 - D. Serving dishes are placed on the dining table
 - E. All dishes are presented to the customers at the table before the actual service
7. Assistant or trainee waiter, are know as,
- A. Apprentice
 - B. Maitre d'hotel de Carre
 - C. Commis de rang
 - D. Demi-Chef de Rang
 - E. Executive chef
8. _____ is a written list of the food items served.
- A. Purchase request
 - B. Invoice
 - C. Receipt
 - D. Menu
 - E. Inter kitchen ticket
9. Plate and _____ service are the two MOST COMMONLY used food service style.
- A. gold
 - B. silver
 - C. French
 - D. Russian
 - E. buffet

10. A small group of people with complementary skills, who work together to achieve a shared purpose and hold themselves mutually accountable for performance results refer to
- A. supervisor
 - B. competitors
 - C. community
 - D. teamwork
 - E. team
11. Product positioning consist of
- I. Conveys to the customer the best face or image of the restaurant
 - II. What people like most about it
 - III. Gets into psyche of present & potential patrons.
 - IV. How it stands out from the competition
- A. I, II
 - B. I, II, III
 - C. I, II, IV
 - D. II, III, IV
 - E. I, II, III, IV
12. 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
13. Front of the house refers to the hosts, bartenders, servers & bussers. The visual appeal of the building & parking area are important to potential guests. Guests receive a first impression known as
- A. Front of the house
 - B. Job description
 - C. Eyes eat first
 - D. Curb appeal
 - E. Back of the house

14. The back of the house is sometimes called the “_____” of the operation.
- A. Sheet
 - B. Curb appeal
 - C. Heart
 - D. Side
 - E. Backbone
15. Common problems in teams:
- I. Personality conflicts
 - II. Individual differences in work styles
 - III. Ambiguous agendas
 - IV. Defined problems
- A. I, II
 - B. I, II, III
 - C. I, II, IV
 - D. II, III, IV
 - E. I, II, III,
16. There are 3 levels of restaurant product, consist of core, formal and augmented product. Which are the examples of formal product?
- I. Level of service
 - II. Table reservation
 - III. Physical aspects
 - IV. Décor
- A. I, II
 - B. I, II, III
 - C. I, II, IV
 - D. I, III, IV
 - E. I, II, III, IV
17. A _____ is arrived at by taking the same day last year and factoring in things like today’s weather, day of the week, the date, any special event occurred.
- A. Guest count
 - B. Promotion
 - C. Marketing
 - D. Goals
 - E. Mission statement

18. Owner or manager goes through the elements of management. The elements of management are
- I. Planning
 - II. Organize
 - III. Leading
 - IV. Control
- A. I, II
 - B. I, II, III
 - C. I, II, IV
 - D. I, III, IV
 - E. I, II, III, IV
19. 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
20. Calculates the cost of the ingredients is one pricing method;
- A. Cost-based pricing
 - B. Competitive pricing
 - C. Contribution pricing
 - D. Selling price
 - E. Actual pricing
21. _____ means a trolley (or side table) used for the service or preparation of foods in the dining environment.
- A. Ala carte
 - B. Buffet
 - C. Plate service
 - D. Gueridon
 - E. Menu

22. The basic goal of storage management is as below except for;
- A. Theft
 - B. Pilferage
 - C. Spoilage
 - D. Quality sustainability
 - E. None the above
23. The following are the purchasing objectives;
- I. Maintain quality
 - II. Minimize investment
 - III. Maintain an adequate supply
 - IV. Maintain the company's competitive position
- A. I, II
 - B. I, II, III
 - C. I, II, IV
 - D. I, III, IV
 - E. I, II, III, IV
24. _____ is an administrative function that involves checking of the quality, quantity, and condition of the incoming goods followed by their proper storage.
- A. Receiving
 - B. Procurement
 - C. Inventory
 - D. Purchasing
 - E. Storing
25. Station headwaiter also known as
- A. supervisor
 - B. maître d' hotel
 - C. manager
 - D. maître d' hotel de carre
 - E. sommelier
26. Detailed examination of tasks & jobs to be performed.
- A. Job
 - B. Task
 - C. Job analysis
 - D. Job description
 - E. Orientation

27. Guidelines for a job description includes

- I. Job title
- II. Describe the job
- III. Describes the person
- IV. Explain the demographic of job

- A. I, II
- B. I, II, III
- C. I, II, IV
- D. I, III, IV
- E. I, II, III, IV

28. Inventory can defined as

- A. A system of communicating needs from the production areas and the store room.
- B. A detailed and complete list of goods in stock
- C. Quantities of food needed for production of the planned menus.
- D. The amount of the usage and time required for ordering and delivery
- E. Detailed list of food that may be ordered

29. Reasons for restaurant failure are

- I. Lack of management traits/skills
- II. Lack of sufficient capital
- III. The expansion & competition from other restaurants
- IV. Neighbor problems

- A. I, II
- B. I, II, III
- C. I, II, IV
- D. I, III, IV
- E. I, II, III, IV

30. _____ is concerned with acquiring; obtaining the right product, right amount, right time at the right price.

- A. Procurement
- B. Purchasing
- C. Selection
- D. Buying
- E. Receiving

Section B : FIVE (5) short answer questions. Answer ALL questions.

Question 1

Briefly explain every each of definitions below?

- (a) Quick-service restaurant
- (b) Business plan.
- (c) Job analysis.
- (d) Service encounter.
- (e) Competitive pricing.
- (f) Back of the house.
- (g) Standardized recipe.
- (h) Production sheet.
- (i) In-house advertising.
- (j) Market assessment.

(20 marks)

Question 2

The food and beverage manager is responsible for the implementation and setting of the food and beverage policies. State and discuss the food and beverages manager responsibilities.

(14 marks)

Question 3

Opening up a restaurant business may have some motivating reasons. Discuss the **EIGHT (8)** reasons why go into the restaurant business.

(15 marks)

Question 4

Marketing is finding out what guests want and providing it at a fair price. Explain the characteristic of marketing in restaurant business.

(10 marks)

Question 5

Going into the restaurant business is not for the faint of heart. People contemplating opening a restaurant come from diverse backgrounds and bring with them a wealth of experience. However, it also comes with few challenges in term when it comes into the operation. Discuss the challenges.

(10 marks)

-THE END-

DHM1110(R)/Aug2014/formatted