

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Hotel Management (DHMN)

Course : DHM1110 : Food and Beverage Management

Date of Examination : July 30, 2016 (Saturday)

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 : FIVE (5) short answer question. Answer All questions.

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

Materials permitted :

Nil

Materials provided :

OMR Sheets

Examiner (s) : Mr Amerjit Singh, Chef Syamsul Idham

Moderator : Dr Kamal Izzuwan Ramli

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

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM1110: FOOD AND BEVERAGE MANAGEMENT
FINAL EXAMINATION: APRIL 2016 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. Silver platter service also known as
 - A. American service
 - B. French service
 - C. Russian service
 - D. Family Service

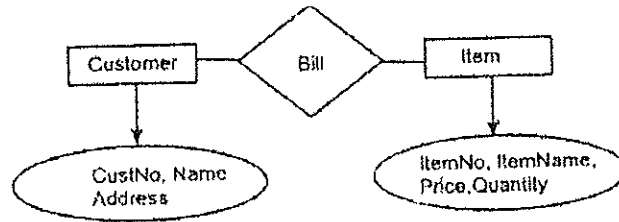
2. Which statements below are the indications of an independent restaurant?
 - (i) Typically owned by one or more owners
 - (ii) Involved in day to day operations
 - (iii) Not affiliated with national brand or name
 - (iv) License given by company and not franchiser
 - A. (i), (ii) and (iii)
 - B. (ii) and (iv)
 - C. (i), (ii) and (iv)
 - D. all of the above

3. Which of the followings are the Characteristic of service quality?
 - (i) Reliability
 - (ii) Empathy
 - (iii) Sympathy
 - (iv) Responsiveness
 - (v) Assurance
 - A. (i), (ii), and (iii)
 - B. (ii), (iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. All the above

4. _____ is a very systematic arrangement of various position within an organization according to seniority post and position
- A. Service flow
 - B. Organization chart
 - C. Marketing strategy
 - D. Human resources
5. Restaurant concepts frame the public perceptions which includes:
- (i) Symbols
 - (ii) Music
 - (iii) The menu
 - (iv) The food presentation
 - (v) The personality of the owner
- A. (i), (ii) and (iii)
 - B. (ii), (iv) and (v)
 - C. (i), (ii), (iii) and (v)
 - D. all of the above
6. Why do restaurants fail?
- (i) Lack of planning
 - (ii) Loss of focus on customer's needs
 - (iii) Loosing focus on the cost in doing business
 - (vi) Failure to react in a timely trend to those desires
- A. (ii) and (iii)
 - B. (i) and (iv)
 - C. (ii), (iii) and (iv)
 - D. all of the above
7. What are the main equipment that need to be set up in the bar?
- (i) Ice machine
 - (ii) Sanitary ice bin
 - (iii) Kegs of draft beer
 - (iv) Speed gun
 - (v) Wine opener
- A. (i), (ii) and (iii)
 - B. (ii), (iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. all of the above

8. Below are the factors affecting the bar layout and design **EXCEPT**
- A. Distance to the storeroom and dispensing
 - B. Location of the beer kegs and cooling equipment
 - C. Degree of self-sufficiency of the bar
 - D. The length of the working table
9. What is a captain order?
- A. It is a tool to record guest order
 - B. It is a tool to record guest comment
 - C. It is a tool to record customer satisfaction
 - D. It is a tool to record employees behavior
10. There are 4 GAPS related to service factors which lead to unsatisfactory guest. What is GAP number 4?
- A. Pricing
 - B. Location
 - C. Promising too much
 - D. All of the above
11. What are the etiquette in taking order
- (i) Stand erect
 - (ii) Eye contact
 - (iii) Smile
 - (iv) Record properly
 - (v) Listen attentively
- A. (i), (ii) and (iii)
 - B. (i), (ii), (iv) and (v)
 - C. (i), (ii), (iii) and (v)
 - D. all of the above

12.



What is type of billing system that the diagram is referring to?

- A. Duplicate billing system
 - B. Traditional billing system
 - C. Computerized billing system
 - D. Triplicate billing system
13. What are the functions of Micros system in a Food and Beverage outlet?
- (i) Ordering
 - (ii) Cashiering
 - (iii) Reporting
 - (iv) Summarizes
 - (v) Analyzing
- A. (i), (ii) and (iii)
 - B. (ii), (iv) and (v)
 - C. (i), (ii), (iii) and (v)
 - D. all of the above
14. What are the 3 main micros system cards that are usually used in restaurants?
- A. Server card, cashier card and manager card
 - B. Server card, busperson card and cashier card
 - C. Server card, cashier card and customer card
 - D. Server card, cashier card and chef card
15. Below are the purpose of recoding sales using the micros card **EXCEPT**.
- A. Calculate turnover
 - B. Preparing check
 - C. Analysis sales performance
 - D. Calculate the cost of menu item

16. What are the **THREE (3)** types of markets?
- 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
17. Which of the statement 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 affect the entire market
 - D. A current pass obtained from the warehouse is required to gain access
18. Which are the Purchasing systems practiced in the industry?
- 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
19. Which statement best describes bidding in purchasing system?
- A. Common use method especially in smaller foodservice institution
 - B. Opened on a designated date and the contract generally is awarded
 - C. Request daily prices for fresh fruits
 - D. Involves ordering needed food and supplies from a selected list
20. Describe blind receiving.
- A. This is a paper that lists shipping information
 - B. It is a duty of the management to supervise closely
 - C. Has both the quantity of delivered and the price written on the black surface
 - D. It has its own number with name of the company, quality and quantity price
21. Aspects of the service consist of the visible and measurable behaviors of the customers. This is described as.
- A. Convivial dimensions
 - B. Service improvements
 - C. Guest feedback
 - D. Sales target

22. Set up stations, water, tea, coffee service. Who is supposed to carry out this duties?
- A. Restaurant manager
 - B. Buserperson
 - C. Captain
 - D. Hostess
23. Types of buffet include
- (i) Table buffet
 - (ii) Fork buffet
 - (iii) Finger buffet
 - (iv) Spoon buffet
 - (v) Dine around buffet
- A. (i), (ii) and (iii)
 - B. (ii), (iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. (i), (ii), (iii) and (v)
24. Below is the characteristic of finger buffet (cocktail buffet) **EXCEPT**
- A. No cutlery is provided
 - B. The food is bite size
 - C. Customer pick up food onto plates provided and eat with their hands
 - D. Suitable for reception before lunch and dinner
25. Specific techniques are required when preparing a buffet menu, what are they?
- (i) Food selection
 - (ii) Food preparation
 - (iii) Controlled cooking
 - (iv) Cutleries selection
 - (v) Cooling
- A. (i), (ii) and (iii)
 - B. (i), (ii), (iv) and (v)
 - C. (i), (ii), (iii) and (v)
 - D. all of the above

26. What are important items in the successful buffet display
- (i) Glazing or preservation food
 - (ii) Garnishing
 - (iii) Decoration
 - (iv) Lighting
 - (v) Selection of service vessels
- A. (i), (ii) and (iii)
 - B. (i), (ii), (iv) and (v)
 - C. (i), (ii), (iii) and (v)
 - D. all of the above
27. Most of the establishment have emergency generators in case of electrical blackout, what are the action taken when electrical blackout in the establishments
- (i) inform all the guest
 - (ii) open all ventilation
 - (iii) light candles
 - (iv) call emergency officer
 - (v) offer refreshments
- A. (i), (ii) and (iii)
 - B. (ii, (iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. (i), (ii), (iii) and (v)
28. Safety rules for dining personnel include **EXCEPT**
- A. Walk do not run
 - B. Report all faulty equipment
 - C. Check all equipment before used it
 - D. Report all items sold in the restaurant

29. Types of vegetarianism include

- (i) Semi
- (ii) Lacto ovo
- (iii) Lacto
- (iv) Vegans
- (v) Fruitarianism

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

30. A well designed menu cover communicates the

- (i) Image
- (ii) Style
- (iii) Cuisine
- (iv) Price
- (v) Keeping flammable materials away from heat sources

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

Section B : Answer ALL questions. (70 marks)

Questions 1

There are various gaps which leads to unsatisfactory customer. One is lack of knowledge and the other is lack of standards. Explain the reason of each gaps.

(12 marks)

Questions 2

Explain the **FIVE (5)** dimensions of service and the reasons for setting service standards.

(12 marks)

Questions 3

Explain, what it takes to ensure that we have created a perfect menu for the restaurant to operate?

(12 marks)

Questions 4

Purchasing system is a contract between the buyer and vendor made by fax computer, telephone or through sales representatives. Explain the purchasing system available.

(16 marks)

Questions 5

What are the differences between marketing and sales?

(18 marks)

-THE END-

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