

FINAL
Examination Paper

(COVER PAGE)

Session : August 2017

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

Course : DHM1110 : Food and Beverage Management

Date of Examination : December 12, 2017 (Tuesday)

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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Moderator : Dr Kamal Izzuwan Ramli

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM1110: FOOD AND BEVERAGE MANAGEMENT
FINAL EXAMINATION: AUGUST 2017 SESSION

Section A

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

1. 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

2. 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.

3. 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

4. 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 & III

5. The bar setup can be in three different way **EXCEPT**:

- A. Side bar
- B. Front bar
- C. Back bar
- D. Under bar

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

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

7. 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

8. _____ are the activities that stimulate the patron to want what the restaurant offer.
- A. Marketing
 - B. Promotion
 - C. Sales
 - D. Discount
9. Which of the marketing mix is use to create brand awareness?
- A. Place
 - B. Promotion
 - C. Product
 - D. Price
10. Below is the bartenders' responsibilities **EXCEPT**:
- A. Serving bread and butter
 - B. Properly handling guests problems
 - C. Maintaining an establish liquor cost
 - D. Operating cash register
11. Food item shelf life refers to:
- A. length of time a food item can be stored without appreciable loss in quality or weight.
 - B. length of time between ordering and receiving of food items.
 - C. guest's waiting time between placing an order and delivery of food.
 - D. Length of time taken by guest to consume a meal.
12. 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

13. 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
14. "This pricing method involves dividing raw food cost by the desired food cost percentage." This statement refers to:
- A. Mark up pricing
 - B. Cost-based pricing
 - C. Competitive pricing
 - D. Selling price
15. 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
16. There are four types of hazards to safe food. Of these three, the highest percentage of foodborne illness outbreaks is caused by _____.
- A. Chemical hazard
 - B. Physical hazard
 - C. Biological hazard
 - D. Animal hazard

17. Any foodservice business operates within the hospitality industry environment and this in turn operates within the wider business or macro-environment. Both the macro-environment and the industry (micro) environment are interrelated. Below are the factors that falls under the macro-environment, **EXCEPT**:
- A. Political
 - B. Legal
 - C. Entertainment
 - D. Technological
18. Which type of restaurant is not part of restaurant chains?
- A. Sandwich chains
 - B. Full-service restaurants
 - C. Fast food restaurant
 - D. Casual dining restaurant
19. One reason why many restaurants flag certain menu items with some type of a healthy heart symbol is to indicate that the items ?
- A. Meets specific nutrition standards
 - B. Contain only quality ingredients
 - C. Are approved by food organizations
 - D. Provide a day's supply of vitamins
20. Inventory can be defined as
- A. A system of communicating needs from the production areas and the store room
 - B. Quantities of food needed for production of the planned menus
 - C. A detailed and complete list of goods in stock
 - D. The amount of the usage and time required for ordering and delivery

21. Below are the key influences of a menu, **EXCEPT**:
- A. Design of the menu
 - B. Health and eating
 - C. Dietary requirements
 - D. Cultural and religious influence
22. Demographic segmentation refers to
- A. Gender
 - B. Advertisement
 - C. Promotion
 - D. Product
23. Customer service can be defined as
- A. Customer service provider must try to get know their customers
 - B. Customer service same with customer satisfaction
 - C. Anything we do for customer that enhances the customer experience
 - D. What our customer thinks is customer service
24. Who greets, leads and sits the guest in the restaurant?
- A. Hostess
 - B. Waiter
 - C. Captain
 - D. Restaurant manager

25. What are the etiquette of a service personnel when taking guest order?
- (i) Stand erect
 - (ii) Eye contact
 - (iii) Smile
 - (iv) Record properly
 - (v) Listen attentively
- A. (i), (ii) and (iii)
 - B. (ii), (iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. All the above
26. One of the main goals of a full-service restaurant industry is to provide customers with
- A. Fast, inexpensive food
 - B. A pleasurable dining experience
 - C. An easy way to obtain take-out meals
 - D. Hot and cold snack items
27. What is the purpose of traffic patterns in restaurants?
- A. To move people
 - B. To limit access
 - C. To control space
 - D. To sell product
28. When restaurants allow customers to use debit cards to pay for purchases, it is the same as accepting _____ from customers.
- A. Credit cards
 - B. Cheques
 - C. Cash
 - D. Trade credit

29. Which of the statements is **TRUE** about primary market?
- A. What happens in this market will effects the entire market
 - B. They accept or produce product and distribute them to the local market
 - C. The retail or cash warehouse is a method suitable for smaller companies
 - D. A current pass obtained from the warehouse is required to gain access
30. What is a Captain Order?
- A. It is a tool to record guest comment
 - B. It is a tool to record customer satisfaction
 - C. It is a tool to record guest order
 - D. It is a tool to record employees behavior

SECTION B

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

Question 1

- (a) Susan is a new staff at K.C Company. She need to join orientation program for the first week of working. Help Susan by identifying **SIX (6)** benefits for an orientation program. (6 marks)
- (b) K.C Company want to hire part times employees. As a manager, list out **TWO (2)** advantages and **TWO (2)** disadvantages of having part time employees. (4 marks)

Question 2

Identify and explain **FIVE (5)** roles of the restaurant manager in sanitation with example. (10 marks)

Question 3

What makes a fine dining restaurant in the aspect of the economics and menus? (10 marks)

Question 4

Describe and explain the **FIVE (5)** steps involved in the development of a marketing plan.
(10 marks)

Question 5

Jessica is a sales supervisor at ABC Restaurant. Help her by identify and elaborate the functions of advertising that she will use to promote her lunch set menu.
(10 marks)

Question 6

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

Question 7

- (a) In managing a restaurant there will be a moment that we need to make a decision. Illustrate the **SEVEN (7)** steps of decision making process.
(7 marks)
- (b) Power is one of the characteristics as an effective leader. Identify any **THREE (3)** types of power as a leader.
(3 marks)