

FINAL
Examination Paper
(COVER PAGE)

Session : January 2016

Programme : Diploma In Hotel Management (DHM)
Diploma In Culinary Arts (DCA)

Course : DHM 1110: Food and Beverage Management

Date of Examination : 17 March 2016 (Thursday)

Time : 11.00am – 1.00pm

Duration : 2 Hours Reading Time : Nil

Special Instructions :

SECTION A : This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the **OMR**
Sheet provided.

SECTION B : Answer **ALL** questions.

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

Materials Permitted : Nil

Materials Provided : OMR Sheets, Answer Booklet

Examiner(s) : MS. Nor Fatin Hidayah Sulaiman

Moderator : Dr Kamal Izzuwan Ramli

This paper consists of 12 printed pages, including the cover page.

DIPLOMA IN HOTEL MANAGEMENT (DHM)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCA)
DHM 1110: FOOD AND BEVERAGE MANAGEMENT
FINAL EXAMINATION : JANUARY 2016 SESSION

Section A (30 marks)

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

1. Below is 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. The length of the working table
- D. Degree of self-sufficiency of the bar

2. 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

3. What are the functions of Micros system

- (i) Ordering
 - (ii) Cashiering
 - (iii) Reporting
 - (iv) Summarization
 - (v) Analyzing
- A. (i),(ii) and (iii)
 - B. (ii),(iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. (i), (ii), (iii) and (v)

4. When guest fall in the restaurant, what should the waiter do?
- (i) Do not attempt to lift him/her up if it is a serious fall
 - (ii) Lift him/her to a low and comfortable seat and check for any bruises if it is a minor fall
 - (iii) Call for help from superior or in house doctor
 - (iv) Report directly to the general manager
 - (v) Call the police for any injuries
- A. (i),(ii) and (iii)
B. (ii),(iv) and (v)
C. (i), (ii), (iv) and (v)
D. all of the above
5. Which of the statements 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
6. Some of the more obvious location criteria for a new business include
- (i) Demographics of the area
 - (ii) Distance from potential market
 - (iii) Desirability of the surroundings
 - (iv) The color of the building
 - (v) Far from major highway
- A. (i),(ii) and (iii)
B. (ii),(iv) and (v)
C. (i), (ii), (iv) and (v)
D. (i), (ii), (iii) and (v)

7. Concept frames the public's perception as below **EXCEPT**
- A. The personality of the owner
 - B. The food presentation
 - C. Symbols
 - D. The location
8. Which statement best describes Bid 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
9. Describe blind receiving
- A. This a paper that list shipping information
 - B. It is a duty of the management to supervise closely
 - C. Had both the quantity of delivered and the price written on the black surface
 - D. It has own number with name of the company, quality and quantity price
10. Types of foodservice system include
- (i) Convenience system
 - (ii) Conventional system
 - (iii) Ready food system
 - (iv) Correction system
 - (v) Electronic system
- A. (i),(ii) and (iii)
 - B. (ii),(iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. all of the above

11. Ready food system can be described as
- A. Dishes are prepared from raw ingredients in the restaurant it self
 - B. Food is prepared on premise and chilled or frozen to be serve afterwards
 - C. Less preparation and equipment needed
 - D. Food is prepared in large quantities
12. Below are the characteristics of finger 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 short break
13. Safety rules for dining personnel include **EXCEPT**
- A. Walk do not run
 - B. Report all accidents
 - C. Report all items sold in the restaurant
 - D. Report all faulty equipment
14. A server can contribute to fire safety by
- (i) Observing no smoking rules
 - (ii) Follow fire procedures
 - (iii) Never misuse fire extinguishers
 - (iv) Never obstruct fire exists
 - (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 (v)

15. It is the waiter's responsibility to ensure cutlery is hygienically clean and polished for service. To polish cutlery you would use a polishing cloth and
- A. a wet sponge.
 - B. hot water and vinegar.
 - C. warm soapy water
 - D. cold water with a sanitiser.
16. Types of vegetarianism include
- (i) Semi
 - (ii) Lacto ovo
 - (iii) Lacto
 - (iv) Vegans
 - (v) Fruitarianism
- A. (i),(ii) and (iii)
 - B. (ii),(iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. all of the above
17. The bar set up can be in three different way which are
- A. Front bar only
 - B. Front bar, back bar and under bar
 - C. Front bar and back bar
 - D. Under bar only

18. Elements to be considered before designing your menu include

- (i) Type of restaurant
- (ii) Type of customer
- (iii) Religious rules if applicable
- (iv) Time of the year
- (v) Price range

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

19. There are three types of menu folding which are

- A. Single sheet, two fold and three fold
- B. Single sheet, three fold and free fold
- C. Single sheet, two fold and four sided fold
- D. Single sheet, three fold and four sided fold

20. Menu pricing method and strategy include

- (i) Mark up pricing
- (ii) Based price pricing
- (iii) Competition pricing
- (iv) Minimum based pricing
- (v) Maximum based pricing

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

21. What are the main equipment that are required 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

22. Who takes the order from the customer?

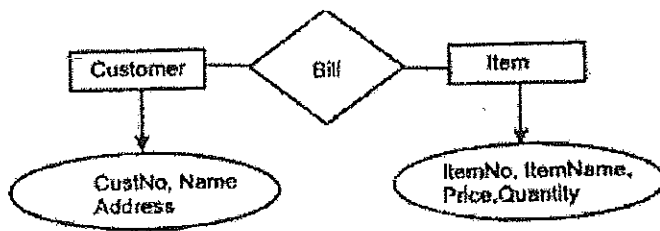
- A. Waiter
- B. Captain
- C. Restaurant manager
- D. All of the above

23. What are the etiquettes in-taking 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 of the above

24.



According to the diagram above, what are the billing system best described in the diagram?

- A. Triplicate billing system
 - B. Duplicate billing system
 - C. Traditional billing system
 - D. Computerized billing system
25. What are the important items play a role in the success of a buffet display
- I. Glazing or preservation food
 - II. Garnishing
 - III. Decoration
 - IV. Lighting
 - V. Selection of service vessels
- A. (i),(ii) and (iii)
 - B. (ii),(iv) and (v)
 - C. (i), (ii), (iv) and (v)
 - D. (i), (ii), (iii) and (v)
26. Below are the purpose of recoding sale **EXCEPT**
- A. Calculate turnover
 - B. Calculate the menu item
 - C. Preparing check
 - D. Analysis sales performance

27. The general rule of American-style serving include
- (i) Serve solids from left
 - (ii) Plate serve clockwise for the next customer
 - (iii) Avoid from stretching your hand
 - (iv) Serve beverage from the right
 - (v) Clear the plates from the right side
- A. (i),(ii) and (iii)
B. (ii),(iv) and (v)
C. (i), (ii), (iv) and (v)
D. all of the above
28. Trays and trolley are set up in accordance with standards for range of meals including
- (i) Breakfast
 - (ii) Lunch
 - (iii) Dinner
 - (iv) Complimentary
 - (v) Special request
- A. (i),(ii) and (iii)
B. (ii),(iv) and (v)
C. (i), (ii), (iv) and (v)
D. all of the above
29. Bartenders responsibilities are as below **EXCEPT**
- A. properly handling guest problem
 - B. maintaining and established liquor cost
 - C. controlling liquor inventory
 - D. taking guest order

30. Gueridon service is also known as

- A. American service
- B. French service
- C. Russian service
- D. Family Service

Section B : (70 marks)

Instructions : Answer ALL questions.

Question 1

There are many types of service which include Russian service or also known as silver service. Every service have their own general rules. Explain briefly what the general rules for Russian Service.

(14 marks)

Question 2

Buffet service is a self-service that the guests portioned the foods themselves. Explain the advantages and disadvantages of Buffet Service

(16 marks)

Question 3

Customers compare the service they 'experience' with what they 'expect' and when it does not match their expectation, a gap arises. Define the Four service gaps.

(16 marks)

Question 4

A marketing plan is a comprehensive blueprint which outlines an organization's overall marketing efforts. Briefly explain the six steps in developing a marketing plan.

(12 marks)

Question 5

Standard recipes are those recipes that have already being tested and approved by the users. There are certain advantages in practicing standard recipes in restaurant operations. Explain **SIX (6)** of the advantages.

(12 marks)

-THE END-
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