



FINAL
Examination Paper

(COVER PAGE)

Session : January 2014

Programme : Diploma In Hotel Management (DHMN)

Course : DHM1110 : Food & Beverage Management

Date of Examination : March 14, 2014 (Friday)

Time : 8:00 am – 10:00 am Reading Time: Nil

Duration : 2 Hours

Special Instructions :

SECTION A : THIRTY (30) Multiple Choice questions. Answer ALL questions.

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

Examiner (s) : Mr Chiew Boon Tian

Moderator : Dr Kamal Izzuwan Ramli

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

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DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM1110: FOOD AND BEVERAGE MANAGEMENT
FINAL EXAMINATION: JANUARY 2014 SESSION

SECTION A: Answer ALL Multiple Choices questions.

(30 marks)

1. One of the main goals of the full-service restaurant industry is to provide customers with
 - A. Fast, inexpensive food
 - B. An easy way to obtain take-out meals
 - C. Hot and cold snack items
 - D. A pleasurable dining experience
 - E. Desserts and drinks

2. What is the purpose of traffic patterns in restaurants?
 - A. To limit access
 - B. To control space
 - C. To move people
 - D. To sell product
 - E. To decorate restaurant

3. The safest place to store knives and other sharp kitchen utensils usually is
 - A. On the counter
 - B. In a cabinet drawer
 - C. On a high shelf
 - D. In a rack or holder
 - E. Under a kitchen table

4. When restaurants allow customers to use debit cards to pay for purchases, it is the same as accepting _____ from customers.
 - A. Cash
 - B. Credit cards
 - C. Checks
 - D. Trade credit
 - E. Current credit

5. 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
 - E. To save more manpower
6. Which type of restaurant is not part of restaurant chains?
- A. Full-service restaurants
 - B. Sandwich chains
 - C. Dinner houses
 - D. Fast food restaurant
 - E. Casual dining restaurant
7. One reason why many restaurants flag certain menu items with some type of a healthy heart symbol is to indicate that the items
- A. Contain only quality ingredients
 - B. Meets specific nutrition standards
 - C. Are approved by food organizations
 - D. Provide a day's supply of vitamins
 - E. One of the marketing tools
8. Which form of promotion do large restaurants often use to attract corporate and group business?
- A. Advertising
 - B. Public relations
 - C. Publicity
 - D. Personal selling
 - E. Mobile notification

9. Restaurant supply businesses that incorporate several environmentally oriented objectives in the promotional plan usually emphasize _____ strategies.
- A. Direct mail
 - B. Personal selling
 - C. Public relations
 - D. Cooperative advertising
 - E. Banner
10. 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
 - E. Delicious
11. "This pricing method involves dividing raw food cost by the desired food cost percentage." This statement refers to:
- A. Cost-based pricing
 - B. Competitive pricing
 - C. Contribution pricing
 - D. Selling price
 - E. Mark up pricing
12. 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
 - E. Plat du jour

13. There are three 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
 - E. Workplace hazard
14. Inventory can be 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. To calculate the amount of wastages after the kitchen production
15. Customer service can be defined as
- A. Anything we do for customer that enhances the customer experience
 - B. Customer service provider must try to get to know their customers
 - C. Customer service same with customer satisfaction
 - D. What our customer thinks is customer service
 - E. Customer interaction and customer satisfaction
16. Below are the **FIVE** dimensions of service, except:-
- A. Tangibles
 - B. Responsiveness
 - C. Empathy
 - D. Insurance
 - E. Reliability
17. Signature dish can be defined as
- A. Item with high low contribution to restaurant
 - B. A dish with the chef signature on it
 - C. Restaurant owner favourite dish
 - D. A dish with the biggest portion
 - E. A dish that brings customer back

18. Marketing demographic segmentation refers to
- A. Advertisement
 - B. Promotion
 - C. Gender
 - D. Product
 - E. Price
19. Plated service is where
- A. Trolley is used for the service or preparation of foods in the dining room
 - B. Food is transferred from a service dish to the guest's plate from the left
 - C. The portion of the food is predetermined by the service staff
 - D. Portions of food are placed on plates in kitchen and served by a waiter or waitress
 - E. Portions of food are placed on plates in kitchen together with bread and butter
20. Assistant or trainee waiter, below the chef de rang called
- A. Apprentice
 - B. Maitre d'hotel de Carre
 - C. Commis de rang
 - D. Demi-Chef de Rang
 - E. Commis
21. Chef de rang is the typical job title for
- A. Station waiter
 - B. Restaurant manager
 - C. Head waiter
 - D. Wine butler
 - E. Chef de partie
22. The back of the house is sometimes called the “_____” of the operation.
- A. Sheet
 - B. Curb appeal
 - C. Heart
 - D. Side
 - E. Nerves

23. Below are the bartender's responsibilities, except:-
- A. Maintaining established liquor cost
 - B. Controlling the liquor inventory
 - C. Properly handling guests complaints
 - D. Operating a cash register
 - E. Give incentive bonus to staff
24. Which of the following are **NOT** the advantages of Micros System?
- A. Calculate the turnover
 - B. Speed up service
 - C. Guaranteed accuracy
 - D. Eliminate confusion
 - E. Eliminate pricing error
25. Which of the following are the advantages of Buffet service?
- A. Service must be efficient to clear soiled plate and offer new cutleries
 - B. Control must be done with priorities given to reservations
 - C. Service staff must ensure that clean and hot or cold plates are available at any time of the meal period
 - D. Food is replenished by the kitchen attendant
 - E. Food safety issues like food poisoning might occur
26. A _____ is detailed list of food items that may be ordered.
- A. Recipe
 - B. Menu
 - C. Purchase Order
 - D. Invoice
 - E. Inventory
27. This method if done correctly, with sufficient alcohol it'll create a layer of frost around the glass which indicates that the drink is well chilled. Which of the following mixing method best suited the above definition?
- A. Stirring
 - B. Swizzling
 - C. Muddling
 - D. Shaking
 - E. Layering

28. The proper wait staff etiquette in taking orders is to start with the guest of honor, followed by the women, the men, the hostess then the host. Which of the following is **NOT** a correct etiquette of taking order?
- A. Stand erect
 - B. Maintain eye contact
 - C. Smile
 - D. Repeat order
 - E. Listen attentively
29. Which of the following is **NOT** a correct site selection criterion for new restaurant?
- A. Demographic of the area
 - B. Visibility and accessibility from a major highway
 - C. Number of potential customers passing by the restaurant
 - D. Distance from the potential market
 - E. Number of people living or working outside the target market
30. Another name for Gueridon service is _____.
- A. Russian service
 - B. Family service
 - C. Buffet service
 - D. French service
 - E. American service

SECTION B : Answer ALL Short Answer questions.

(70 marks)

Question 1

Describe and explain what are the six steps involved in the development of a marketing plan.
(12 marks)

Question 2

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

Question 3

Discuss and briefly explain the functions of advertising.

(10 marks)

Question 4

- a.) Why restaurant fail?
- b.) Discuss the variety of reasons for the high failure rate in the restaurant business nowadays and list down any **EIGHT (8)**.

(20 marks)

Question 5

Briefly discuss **THREE (3)** types of menu pricing methods and their strategies.

(12 marks)

Question 6

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

(5 marks)

-THE END-

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