

## GUJARAT TECHNOLOGICAL UNIVERSITY

**BE - SEMESTER-VII- • EXAMINATION – WINTER - 2017**

**Subject Code: 173302**
**Date: 07/11/ 2017**
**Subject Name: Food and Beverage control- II**
**Time: 10:30 AM TO 01:00 PM**
**Total Marks: 70**
**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Discuss about the types of menus and elements of making profit. **07**  
 (b) Write a short note on globalization of fast food. **07**
- Q.2** (a) Explain Impact of training and development in service industry. **07**  
 (b) Explain the concept of menu planning in terms of airline catering. **07**
- OR**
- (b) Briefly mention the limitations of railway catering from the customer's point of view. **07**
- Q.3** (a) Differentiate between banquet halls and conventional centers in terms of service. **07**  
 (b) Plan a layout for a fast food outlet and explain with a neat diagram. **07**
- OR**
- Q.3** (a) Explain the following in brief **07**  
 (a) Yield (b) target market (c) market analysis (d) market survey  
 (e) APC  
 (b) What is menu designing and development as a part of menu engineering? **07**
- Q.4** (a) Define the following **07**  
 (a) DOGS (b) FRANCHISEE (c) PLOW HOURSE (d) BFP  
 (e) DGCA  
 (b) Draw an organizational chart of banquets and explain the role of banquet manager. **07**
- OR**
- Q.4** (a) Name any five types of banquet setups and draw a neat diagram of any two. **07**  
 (b) Name a few major players of airline catering industry and discuss the trends set by them. **07**
- Q.5** (a) Write a short note on types of recruitments in the service industry. **07**  
 (b) Share your point of view on Essence of service at hotels. **07**
- OR**
- Q.5** (a) What are the classifications of food items on the basis of profitability and popularity? **07**  
 (b) Discuss in brief about the relativity between budgeting and target markets at banquets. **07**

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