



# ICM

SEPTEMBER 2015

FOOD & BEVERAGE MANAGEMENT

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. A food and beverage outlet may be categorised according to the operation and the type of market served.
    - a) Compare and contrast characteristics of the cost-orientation sector with those of the market-orientation sector. [14]
    - b) Explain how food and beverage management in a restaurant can develop a casual customer into a regular customer. [6]
  2. Marketing embraces identifying present and potential customers' desires and needs, and matching products to satisfy those desires and needs.
    - a) Distinguish between a food and beverage operation that is production-orientated with a food and beverage operation that is sales-orientated. [10]
    - b) Marketing research involves collecting, storing and analysing information. Compare and contrast primary information with secondary information. [6]
    - c) Explain why food and beverage management may wish to conduct a market feasibility study. [4]
  3. The aims and objectives of an advertising policy for a food and beverage unit may be found within the unit's marketing plan.
    - a) Discuss factors upon which a food and beverage service's advertising budget is dependent. [10]
    - b) Compare and contrast advertising with public relations. [10]
  4. An effective food and beverage control system will consist of three broad phases – firstly planning, then operational and, finally, after the event.
    - a) Examine aspects that need to be considered in the following stages of management control after the event:
      - i Food and beverage cost reporting
      - ii Assessment
      - iii Correction [12]
    - b) Explain why a control system may not be 100% efficient. [8]
  5. One purpose of a purchase specification is to assist suppliers and recipients in the measurement of commodities against a common standard.
    - a) Prepare a Purchase Specification for a meat item of your choosing. The information you provide should be categorised under suitable sections. [10]
    - b) Identify the principal features in EACH of the following purchasing methods:
      - i Daily market list
      - ii Cash and carry
      - iii Paid reserve
      - iv Total supply
      - v Cost plus [10]
  6. Maintaining a record of the movement of goods will provide the food and beverage manager with an auditable source of verification.
    - a) Discuss the role of the goods receiving department in a food and beverage operation. [10]
    - b) List FIVE activities that will maintain control of food in the stores. [5]
    - c) Explain the purpose of a bin card. [5]

*continued overleaf*

7. Stock held in the stores represents money tied up until the stock leaves the stores, and a food and beverage manager will need to properly control all supplies.
- a) Discuss benefits to management in carrying out food and beverage control. [10]
  - b) Examine points that need to be considered by food and beverage management when installing a control system in a new establishment. [10]
8. Whenever an enquiry is received for a conference or event, the enquirer will be presented with a function 'folder'.
- a) Explain what should be contained in a function folder. [15]
  - b) Discuss how the role of permanent staff will differ from that of part-time and casual staff employed for banquets and functions. [5]