



# ICM

JUNE 2016

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 [ ]
1. Distinctions exist between those outlets which operate on a commercial basis and those which are subsidised.
    - a) Compare and contrast characteristics of the cost orientation sector with the market orientation sector. [14]
    - b) Explain how food and beverage management in a restaurant may develop a casual customer into a regular customer. [6]
  2. Transport catering developed out of the needs of the travelling public. Examine the transport catering sector, identifying main types of transport catering and the unique characteristics associated with this sector. [20]
  3.
    - a) Discuss the differences 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]
  4. An effective control system will consist of three broad phases, of which the operational phase embraces the five main stages of the control cycle. Discuss aspects that need to be considered during EACH of the following procedural stages:
    - a) Purchasing
    - b) Receiving
    - c) Storing and issuing
    - d) Preparing
    - e) Selling [20]
  5. Skilful purchasing with good receiving can do much to maximise profit.
    - a) Describe the duties of a Purchasing Manager. [10]
    - b) Outline the information you should seek from an intended supplier before placing an order. [6]
    - c) Identify TWO disadvantages in purchasing from a 'cash and carry' warehouse. [4]
  6. Whenever technology is introduced into a traditional production kitchen, the effects upon labour, equipment, space and the customer will all need to be considered.
    - a) Explain how nutritional value of food may be retained during the production process. [6]
    - b) Compare and contrast the cook-chill production system with the cook-freeze production system. [10]
    - c) Outline advantages associated with the sous-vide process. [4]
  7. There are a number of different food and beverage service methods and the style selected will be dependent upon the needs of the customer. Discuss advantages to the customer in EACH of the following food service systems:
    - a) Traditional cafeteria
    - b) Free-flow cafeteria
    - c) Carousel
    - d) Vending [20]

*continued overleaf*

8. When in hospital, the likes and dislikes will sometimes become more important to the patient than the health-giving qualities of the food itself.
- a) Explain what type of food needs to be offered to meet the requirements of EACH of the following dietary menus, and identify the category of patient to whom it would be served:
    - i Light diet
    - ii Soft diet
    - iii Therapeutic diet[10]
  - b) Identify FIVE general guidelines that should be given to hospital patients to encourage them to adopt a healthier diet. [5]
  - c) Discuss advantages to a hospital in changing to a centralised method of food service distribution. [5]