



ICM

MARCH 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. Two sectors that continue to remain popular in the hospitality industry are the take-away and the fast food sectors.
 - a) Discuss factors that are common to BOTH the fast food and the take-away sectors. [10]
 - b) A fast food company will implement a market feasibility study before opening a new unit. Explain the purpose of a market feasibility study. [5]
 - c) Describe how the food and beverage management of a fast food unit can develop a casual customer into a regular customer. [5]
 2. The aim of food and beverage operations is to achieve customer satisfaction by meeting the customers' needs. Examine how EACH of the following may influence a customer's 'meal experience':
 - a) Location and accessibility
 - b) Atmosphere
 - c) Interior design
 - d) Level of service
 - e) Food and beverage employees [20]
 3. Market segmentation is the division of the total market into different groups of customers who might require separate products or marketing mixes. Evaluate the following criteria that may be used to identify market segments in the food service industry:
 - a) Geographic
 - b) Age group
 - c) Socio-economic classification
 - d) Income
 - e) Family life cycle [20]
 4. The printed menu should match the décor of the restaurant and be attractive and well laid out.
 - a) Compare and contrast advantages of printing a menu on an in-house computer with those of producing a menu through a professional printing business. [10]
 - b) Identify TEN characteristics by which an à la carte menu will differ from a table d'hôte menu. [10]
 5. One of the most important stages after a menu has been planned is to purchase and receive food commodities needed to produce the menu.
 - a) Construct a purchase specification for a cut of meat of your choosing. [10]
 - b) Describe EACH of the following buying methods that may be used to purchase food:
 - i Specific period contract
 - ii Quality contract
 - iii Daily market list
 - iv Cash and carry
 - v Total supply [10]

continued overleaf

6. Effective food and beverage production control will help to reduce wastage and prevent loss of revenue through serving excess portion sizes. Examine how EACH of the following may be used to achieve higher profitability:
- a) Standard yield
 - b) Standard portion sizes
 - c) Standard menus
 - d) Cyclic menus
 - e) Volume forecasting
- [20]
7. In hotels, food and beverage sales often account for up to half of the total revenue, whilst in restaurants such sales are the only source of income.
- a) Discuss the criteria that should be borne in mind when preparing to install a new system. [10]
 - b) Describe control procedures that should be practised when dealing with bar stock requisitions. [10]
8. In a franchise agreement, the food and beverage organisation offers a complete package of experience and operational support.
- a) Explain how a franchising arrangement operates. [8]
 - b) Describe the advantages to the franchisee of a franchising arrangement. [6]
 - c) Describe the advantages to the franchisor of a franchising arrangement. [6]