



MARCH 2017

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 range of external influences makes the role of the food and beverage manager amongst the most complex in the hospitality industry.
 - a) Examine external economic and social pressures that may affect the food and beverage function. [10]
 - b) Discuss factors that will require continuous monitoring and control in a food and beverage department. [10]
 2. The decision as to the type of meal to eat may be taken before a customer commences the journey to the restaurant. Critically examine factors that can affect a customer's choice of menu. [20]
 3. In advance of a customer entering a food and beverage establishment, management will have in place a number of techniques to influence customer behaviour and attitude towards their products.
 - a) Examine factors upon which the allocation of financial resources for advertising a food service outlet may be dependent. [10]
 - b) Discuss the advantages and disadvantages of using direct mail as an advertising technique. [10]
 4. The greater the amount of stock held in the storerooms, the greater is the amount of money that the business has tied up. Examine why managing and controlling a food and beverage stores is more complex than controlling materials in most other industries. [20]
 5. The pricing of a menu has to meet the objectives stipulated in the financial policy of the food and beverage operation.
 - a) Compare and contrast the approach to menu pricing based on cost to the approach of menu pricing based on the market. [8]
 - b) Discuss the purpose of a break-even analysis. [4]
 - c) Explain the following special pricing considerations:
 - i Cover charge
 - ii Minimum charge
 - iii Service charge
 - iv Sales tax [8]
 6. The traditional kitchen has made a significant impact on production methods in use today.
 - a) Explain why the traditional method of food production has experienced a transition away from craft-based methods. [10]
 - b) Compare the free-flow cafeteria service with that provided by a carousel server. [10]
 7. The information used by a food and beverage manager as a basis for decision making must be accurate.
 - a) Examine advantages of using an electronic or computerised point-of-sale system in a food and beverage unit. [10]
 - b) Explain how average spending power (ASP) differs from sales mix. [5]
 - c) Identify courses of action that a food and beverage manager may take to increase gross profit. [5]
 8. Venues that specialise in banqueting and conferences will have prepared a function folder for the benefit of event organisers.
 - 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]