



ICM

JUNE 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. The fast food sector and the take-away sector have successfully maintained their popularity in the hospitality industry.
 - 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. Whatever style of service is offered, a number of common characteristics are shared with all types of service. Examine features that are common to all types of service provided in a food and beverage operation. [20]
 - 3. A marketing plan will specify the aims and objectives of the company's advertising policy.
 - 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. Food wastage can be kept to a minimum through the introduction of a number of control measures. Discuss aspects that a food and beverage control system should achieve. [20]
 - 5. A budget may be described as a financial target prepared for a specific trading period.
 - a) Distinguish between an operating budget, a capital budget and a master budget, identifying for EACH budget ONE example of an item that may be included in that budget. [10]
 - b) Examine the stages involved in the preparation of budgets for a food and beverage service department. [5]
 - c) Discuss how a semi-fixed cost differs from a variable cost. [5]
 - 6. Goods delivered to an establishment will be accompanied by a document that is 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]
 - 7. A food and beverage control system will effectively manage costs and revenue during the carrying out of a catering activity. Examine reasons why gross profit may vary from the established standard. [20]
 - 8. The control of quality is essential in any establishment that intends to stay ahead of its competitors. Examine aspects that are characteristic of quality establishments in EACH of the following areas:
 - a) Financial
 - b) Marketing
 - c) Type of customer
 - d) Type of menu
 - e) Food production and service style [20]