



# ICM

SEPTEMBER 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 [ ]
- 
1. A cost orientated business will display different characteristics to those displayed by a market orientated business.
    - 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. Marketing involves the identification of an organisation's customers' desires and matching its products to them.
    - 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. Advertising has been described as a form of non-personal presentation. Examine FIVE types of merchandising that may influence a customer to select a particular catering establishment. [20]
  4. The menu is one of the most important sales tools that a restaurant has in its possession.
    - 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. A purchase specification will assist an establishment, as well as a supplier, to measure a commodity 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. Management of an operation in the food and beverage sector is more complex than a business of comparable size in another industry. Discuss factors that should be considered in EACH of the following:
    - a) Characteristics unique to the service of food and beverages
    - b) Design to facilitate the service of food and beverages
    - c) Hygiene and safety standards
    - d) Flexibility of operation [20]
  7. Food and beverage sales in a hotel represent a proportion of the total revenue in that establishment, whereas in a restaurant such sales are the only source of income.
    - a) Discuss the criteria that should be borne in mind when preparing to install a new control system. [10]
    - b) Describe control procedures that should be practised when dealing with bar stock requisitions. [10]

*continued overleaf*

8. A patient in hospital will sometimes be more concerned about their personal preferences in food rather 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]