



FOOD & BEVERAGE MANAGEMENT

Tuesday 7th June 2022

Time allowed

Three hours

Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [].

Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.



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ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. Discuss the various pricing models that can be applied to menus. [20 marks]
2. Discuss the ways in which employees can affect the gross profit of a bar. [20 marks]
3. (a) Describe the main duties of a purchasing manager. [10 marks]
(b) Discuss purchasing aids and how these can assist the purchasing manager. Use examples to support your discussion. [10 marks]
4. Describe the general rules for the service of wines. Use examples to support your description. [20 marks]
5. Discuss the characteristics of the travel catering sector. Use examples to support your discussion. [20 marks]
6. Describe **five** types of merchandising that influence a customer when selecting a product. [20 marks]
7. (a) Explain the use of standard yields in the context of controlling costs. [10 marks]
(b) Explain the use of standard recipes in the context of controlling costs. [10 marks]
8. (a) Explain what is meant by the cost orientation sector in the context of food and beverage management. Use examples to support your explanation. [10 marks]
(b) Explain what is meant by the market orientation sector in the context of food and beverage management. Use examples to support your explanation. [10 marks]

END OF QUESTIONS