



## MBA IV Semester Degree Examination, October - 2023

### Food and Beverage Management

#### (NEP)

Time : 3 Hours

Maximum Marks : 70

**Note :** Answer **any five** of the following questions with Question No. 1 (Q1) compulsory. Each question carries **equal** marks.

1. Explain the constraints of Food and Beverage Management. How do you manage the meal experience ? **14**
2. Enumerate the Food and Beverage operations based on Purchasing and Storing activities. **14**
3. Explain the concept of revenue control and discuss the importance of profit sensitivity analysis. **14**
4. Why is it important for managers to calculate staff turnover and what strategies can be applied to reduce the staff turnover ? **14**
5. What methods are available to a food and beverage operations in terms of Advertising ? **14**
6. Describe the objectives and special problems of food and beverage controls. **14**
7. To what extent is achieving six sigma possible in food and beverage operations ? **14**
8. Comment on :
  - (a) Computerized systems in food and beverage operations **5**
  - (b) Hotel Restaurants and Private Clubs **5**
  - (c) Public Relations in food and beverage sector **4**

