



FOOD & BEVERAGE MANAGEMENT

March 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. (a) Outline the roles of **five** types of food and beverage managers. [10 marks]
(b) Describe the responsibilities and main objectives of a food and beverage manager. [10 marks]
2. (a) Outline **three** factors to consider when outsourcing vending operations to a contractor. [6 marks]
(b) Evaluate the advantages and disadvantages of using vending machines to sell beverages. [14 marks]
3. Describe each of the following stages of a feasibility study in relation to opening a new restaurant:
(a) Location [5 marks]
(b) Competition [5 marks]
(c) Industry trends [5 marks]
(d) Financial projections [5 marks]
4. Discuss the ways in which menu offerings have changed over time, making reference to presentation and service styles. [20 marks]
5. (a) Explain the differences between purchasing beverages and purchasing food. [10 marks]
(b) Explain the reasons why stocktaking of beverages is important. [6 marks]
(c) Outline the way beverage stock turnover is calculated. [4 marks]
6. (a) Explain **three** advantages of using standard recipes. [6 marks]
(b) Outline the ways to control standard portion sizes. [4 marks]
(c) Explain what is meant by 'standard yield' and its use to an establishment. Use examples to support your explanation. [10 marks]
7. Market segmentation identifies groups of customers within an organisation's total market in order to effectively target resources.
(a) Describe the geographic and demographic criteria used to identify markets. [10 marks]
(b) Outline the ways in which the four Ps of the marketing mix (McCarthy in Kotler 2006) can be applied to food and beverage operations. [10 marks]
8. (a) State **five** ways in which a food and beverage operator can reduce each of the following:
(i) Waste [5 marks]
(ii) Energy and water usage [5 marks]
(b) Discuss the ethical issues in relation to food production. [10 marks]

END OF QUESTIONS