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# FOOD & BEVERAGE MANAGEMENT

Tuesday 7<sup>th</sup> March 2023

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## Time allowed

- You have 3 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. Explain the similarities and differences between the commercial sector and subsidised/welfare sector in the food and beverage context. Use examples to support your explanation. [20 marks]
2. (a) State **five** details that would be recorded on a bin card. [5 marks]  
(b) Explain the purpose of the goods receiving department in a food and beverage operation. [10 marks]  
(c) Describe the procedures for the special control of high-cost purchased foods. [5 marks]
3. Describe the stages of the purchasing procedure for a restaurant or bar of your choice. [20 marks]
4. Explain the similarities and differences between cost-oriented and market-oriented businesses. Use examples to support your explanation. [20 marks]
5. Describe the preparation of a departmental budget. Use examples to support your description. [20 marks]
6. Discuss the factors that can affect a customer's choice of menu. [20 marks]
7. Describe the characteristics of each of the following in a high quality food and beverage establishment:
  - (a) Financial [4 marks]
  - (b) Marketing [4 marks]
  - (c) Type of customer [4 marks]
  - (d) Type of menu [4 marks]
  - (e) Food production and service style [4 marks]
8. (a) Explain the similarities between the fast food sector and the take-away sector. [10 marks]  
(b) Describe the purpose of a market feasibility study in the fast food sector. [5 marks]  
(c) Explain the way to turn a 'casual customer' into a 'regular customer' in a fast food unit. [5 marks]

**END OF QUESTIONS**