

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022**

Hotel Management and Catering Science/Culinary Arts

BSH/C 6B 12—FOOD AND BEVERAGE MANAGEMENT

(2017 and 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all the questions.  
Each question carries 1 mark.*

Fill in blanks :

1. A medium-term budget commonly known as the \_\_\_\_\_ sets out the hotel's quarterly revenue and expenditure plans.
2. \_\_\_\_\_ is the difference between the actual sales and budgeted sales of an organization.
3. A \_\_\_\_\_ is a glass tumbler, holding between 8 and 12 fluid ounces (240 to 350 mL), used to serve a mixed drink.
4. An \_\_\_\_\_ is a multiple choice menu, with each dish priced separately.
5. \_\_\_\_\_ arises when there is a difference between the actual cost associated with a labor activity from the standard cost.
6. \_\_\_\_\_ means how many people you are making at the restaurant or the number of people or pax can be accommodated at a time in the restaurant.
7. A \_\_\_\_\_ arranges the purchase and pricing of beverages according to budget ; selects, trains and supervises bar staff ; maintains records of stock levels and financial transactions.
8. \_\_\_\_\_ are an exhibition at which businesses in a particular industry promote their products and services.
9. \_\_\_\_\_ is the time it takes the supplier or the manufacturing process to provide the ordered units.
10. \_\_\_\_\_ is that level below which the stock should under no circumstances be allowed to fall.

(10 × 1 = 10 marks)

**Turn over**

**Part B**

*Answer any eight questions.  
Each question carries 2 marks.*

11. What is Par stock or bottle control system ?
12. What is Commissary for off-premises catering ?
13. What do you need to know about the menu, and why is this important ?
14. What is Average check ?
15. List out the bar frauds.
16. What is Zero-based budgeting ?
17. What is Physical Inventory ?
18. What is Material costs ?
19. Write short notes on master of ceremonies.
20. What is Flambé liquor ?

(8 × 2 = 16 marks)

**Part C**

*Answer any six questions.  
Each question carries 4 marks.*

21. What are the Constraints of menu planning ?
22. What are Fixed costs ?
23. What are the Objectives of Standard Recipe ?
24. How Customer Relationship Management influences Hospitality Sector ?
25. What is PV ratio ?
26. Briefly explain about Contribution margin.
27. Explain about Variance analysis.
28. List out the Storage Records in Beverage Control.

(6 × 4 = 24 marks)

**Part D**

*Answer any two questions.  
Each question carries 15 marks.*

29. List the objectives of inventory control. Explain various levels of stocks.
30. List any *five* reports generated in the food service operations and explain the use of each.
31. Draw the BEP chart and explain. State its advantages also.

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022**

Hotel Management and Catering Science/Culinary Arts  
HCS 6B 15/HCA 6B 15—HOTEL SALES AND MARKETING

(2014 to 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.  
Each question carries 1 mark.*

1. \_\_\_\_\_ divides the market into groups of consumers with similar needs, wants, etc.
2. \_\_\_\_\_ a guide for marketing, sales, advertising and promotional efforts.
3. \_\_\_\_\_ is a term to describe the relationship between cost, profit and price of a product.
4. Market value \_\_\_\_\_ are used to evaluate the current share price of a public held company's stock.
5. The giving out of information about a product person or company for advertising or promotional purpose \_\_\_\_\_.
6. \_\_\_\_\_ refers to the conceptual model used to explain the human communication process.
7. SMMR stands for \_\_\_\_\_.
8. \_\_\_\_\_ the action of marking with a branding.
9. \_\_\_\_\_ good is a good that does not have a physical nature.
10. \_\_\_\_\_ a combination of factors that can be controlled by a company to influence consumers.
11. AIDA stands for \_\_\_\_\_.
12. \_\_\_\_\_ an establishment providing accommodation, meals and other services.

(12 × 1 = 12 marks)

**Part B**

*Answer all questions.  
Each question carries 2 marks.*

13. Define Complementary.
14. What is meant by Marketing Philosophies ?
15. Define Marketing environment.
16. Define Restaurant.
17. Define Branding.

**Turn over**

18. What is meant by intangible products ?
19. Define Product.
20. Define Pricing.
21. Define Advertising.

(9 × 2 = 18 marks)

### Part C

*Answer any five questions.  
Each question carries 6 marks.*

22. Write about Tele marketing.
23. Write the basic concepts of branding.
24. Write about SWOT analysis.
25. Write the scope of Hospitality business.
26. What are the components of MIS ?
27. Write a note on marketing process.
28. Brief “guest as sales force”.

(5 × 6 = 30 marks)

### Part D

*Answer any two questions.  
Each question carries 10 marks.*

29. Write an elaborate note on Hospitality Industry.
30. Elaborate the basic concepts of marketing.
31. Give a note on marketing information system.

(2 × 10 = 20 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022**

Hotel Management and Catering Science/Culinary Arts  
HCS 6B 14/HCA 6B 14—COMPREHENSIVE SELF STUDY  
(2014 to 2018 Admissions)

Time : Three Hours

Maximum : 60 Marks

*Each question carries ½ mark.*

1. \_\_\_\_\_ is also known as purposive or non-probability sampling.
  - (a) Simple random sampling.
  - (b) Deliberate sampling.
  - (c) Multistage sampling.
  - (d) Sequential sampling.
2. This method implies the collection of information by way of investigation's own observation, without interviewing the respondents :
  - (a) Analysis of data.
  - (b) By observation.
  - (c) Execution of the project.
  - (d) Hypothesis-testing.
3. The researcher and the respondents do come in contact with each other if this method of survey is adopted :
  - (a) Mailing of questionnaires.
  - (b) Through schedules.
  - (c) Sequential sampling.
  - (d) Multi-sampling.
4. \_\_\_\_\_ after the data has been collected, the researcher turns to the task of analysing them.
  - (a) Working data.
  - (b) Collecting the data.
  - (c) Analysis of data.
  - (d) Statistical data.
5. \_\_\_\_\_ is usually high in case of questionnaire.
  - (a) Questionnaire.
  - (b) Schedule.
  - (c) Non-response.
  - (d) Response.
6. \_\_\_\_\_ means data that are already available.
  - (a) Primary data.
  - (b) Secondary data.
  - (c) Published data.
  - (d) Unpublished data.
7. When a mass of data has been assembled, it becomes necessary for the researcher to arrange the same kind of concise and logical order :
  - (a) Tabulation.
  - (b) Graphical.
  - (c) Transformation.
  - (d) Concerning.

**Turn over**

8. Most important psychological influences of tourist behaviour is :
- (a) Travel motivation. (b) Economical motivation.  
(c) Psychological motivation. (d) TRADE.
9. Region to be developed is divided into various broad sections called sector is :
- (a) Complex planning. (b) Urban and Rural planning.  
(c) Sectorial planning. (d) Centralised planning.
10. The tourism activity of people within their own country :
- (a) Inbound tourist. (b) Intinerary.  
(c) Domestic tourism. (d) Outbound tourism.
11. What is the residence time of carbon monoxide ?
- (a) 11—15 years. (b) 0.1—0.3 years.  
(c) 0.5 years. (d) Few minutes.
12. Environmental noise, also known as :
- (a) Air pollution. (b) Water pollution.  
(c) Noise pollution. (d) All the above.
13. An Indian tourist office was opened in Germany in :
- (a) 1957. (b) 1963.  
(c) 1949. (d) 1973.
14. The first steam-ship service in the North Atlantic was started by the :
- (a) Great Western. (b) Great Asian.  
(c) Metroliners. (d) Clam.
15. Any water discharged by the hotel that is not suitable for drinking :
- (a) Vertical transportation. (b) Waste water.  
(c) Utility grouping. (d) Submeters.
16. An integrated effort to reduce the causes and effects of safety and security related incidents of all types :
- (a) Heat detector. (b) Key control.  
(c) Smoke sensor. (d) Risk management.
17. A water filled section of pipe that keeps sewer gases and odors from entering the building :
- (a) Riser. (b) Trap.  
(c) Grease separator. (d) Indirectly fired water heater.

18. A device that changes the voltage of the electrical supply :
- (a) Energy charge.
  - (b) Ratchet clause.
  - (c) Frequency.
  - (d) Transformer.
19. Furniture, fixtures and equipment a major portion of capex :
- (a) POM.
  - (b) HVAC.
  - (c) FF&E.
  - (d) R & M.
20. POM :
- (a) Property Operation and Maintenance.
  - (b) Portable Operator and Management.
  - (c) Principle Operation and Maintenance.
  - (d) Principle Operating and Maintenance.
21. Suitability for drinking :
- (a) Sanitary sewer system.
  - (b) Potability.
  - (c) Storm sewer system.
  - (d) Heat pump water heater.
22. Polishing the floor with a high speed floor machine to achieve an extremely high gloss :
- (a) Buffing.
  - (b) Spray cleaning.
  - (c) Burnishing.
  - (d) Scrubbing.
23. Which of the following comes under vacuum cleaning equipment :
- (a) Electric brooms.
  - (b) Upholstery.
  - (c) Back pack vacuums.
  - (d) All the above.
24. Guest room attendant :
- (a) Supplies.
  - (b) GRA.
  - (c) Chief Engineer.
  - (d) Horticulturist.
25. Activities related to the general up keep of the property that occur on a regular basis :
- (a) Routine maintenance.
  - (b) Check-in.
  - (c) Room status.
  - (d) Room rack.
26. The maintenance department responsible for \_\_\_\_\_.
- (a) Engineering facilities.
  - (b) Reservation.
  - (c) Lobby.
  - (d) Room cleaning.



27. A class of keys that open all guest room :
- (a) Floor master key.
  - (b) E-key.
  - (c) Master key.
  - (d) Supply key.
28. Another term for termites :
- (a) Wood worm.
  - (b) Wolly bears.
  - (c) White ants.
  - (d) Nymph.
29. The areas of the hotel that are in constant view of guests and that are frequented by guests :
- (a) Reception.
  - (b) Lobby.
  - (c) Restaurant.
  - (d) Rooms.
30. The number of room nights a property sells compared with the total number of room nights within a market area :
- (a) Market share.
  - (b) Marketing.
  - (c) Marketing plan.
  - (d) Target market.
31. A budget that starts at zero and forces planners to justify expenditures :
- (a) Marketing audit.
  - (b) Zero base budget.
  - (c) Marketing information.
  - (d) Market share.
32. An area four to 12 feet from an individual :
- (a) Test close.
  - (b) Social space.
  - (c) Personal space.
  - (d) Intimate space.
33. A dining room host informing arriving guests of the day's special is an example of :
- (a) Upgrading.
  - (b) Internal marketing.
  - (c) Cross selling.
  - (d) Suggestive selling.
34. A service style in which food is plated in the kitchen, then served to guests ?
- (a) Plate service.
  - (b) Buffet service.
  - (c) Russian service.
  - (d) Preset service.
35. A document issued by tour brokers to be exchanged for accommodations, meals, sight seeing other services, some times called a coupon :
- (a) Tour broker.
  - (b) Tour intermediaries.
  - (c) Tour voucher.
  - (d) Airline tour.
36. A tour that involves more than one form of transportation :
- (a) Intermodal tour.
  - (b) Tour.
  - (c) Airline tour.
  - (d) All the above.

37. A standard size file folder hotel information needed for serving a client's basic business needs :
- (a) Master card. (b) Call report.  
(c) Function book. (d) Account file.
38. All of the following areas come under the food and beverage department, except :
- (a) Kitchen. (b) Banquets.  
(c) Room service. (d) Housekeeping.
39. Kitchen stewarding is responsible for :
- (a) Wine service. (b) Salad preparation.  
(c) Garbage disposal. (d) Still room.
40. Which one of the following is not an example of stemware ?
- (a) Champagne saucer. (b) Roll glass.  
(c) Brandy snifter. (d) Beer goblet.
41. Which one of the following terms is used while continuing the order in second KOT ?
- (a) Suivant. (b) No charge.  
(c) Retour. (d) En place.
42. Which one of the following is collected from the dispense bar :
- (a) Tea. (b) Soda.  
(c) Hot chocolate. (d) Coffee.
43. Espresso mixed with equal quantity of hot water to dilute the strength of coffee is called :
- (a) Americano. (b) Corretto.  
(c) Cappuccino. (d) Latte.
44. Spirit used in making Napoleon coffee is :
- (a) Vodka. (b) Scotch.  
(c) Rum. (d) Cognac.
45. Russian tea is served with :
- (a) Orange. (b) Lemon.  
(c) Mint. (d) Ginger.
46. Wine is obtained from fermented :
- (a) Apple. (b) Plums.  
(c) Grape. (d) Pear.

47. Which one of the following is white grape :
- (a) Cabernet Sauvignon. (b) Chardonnay.  
(c) Syrah. (d) Merlot.
48. The size of a cover is :
- (a) 20" × 12". (b) 24" × 15".  
(c) 20" × 18". (d) 24" × 12".
49. Which one of the following category of french wine classification has the highest standard of quality ?
- (a) Vin de table. (b) VDQS.  
(c) AC. (d) Vin de pays.
50. The last two digits of AP Nr refers to :
- (a) Vineyard code. (b) Winery code.  
(c) Bottler code. (d) Year of bottling.
51. Beverages are served after service of :
- (a) Juice. (b) Egg.  
(c) Cereals. (d) Bread.
52. It refers to keeping thing in order for service on preparation :
- (a) Mise en scène. (b) Mise en place.  
(c) Banquet. (d) Indent.
53. It is a formal meal, following bet speeches in the hotel industry it means function catering :
- (a) Lounge. (b) Banquet.  
(c) Room service. (d) Lobby.
54. The department is responsible for reservation, reception, registration and final settlement of guest's bill :
- (a) Front office. (b) Housekeeping.  
(c) Food and beverage service. (d) Bell desk.
55. It is an area first inside a large building where people can wait and meet :
- (a) Reservation section. (b) Lobby.  
(c) Reception. (d) Back office.
56. Guest who arrive of an hotel without prior reservation :
- (a) Walk in guests. (b) Sommelier.  
(c) Inbound tourist. (d) Souvenir.

57. Hubbart formula for computing room rent was developed by :
- (a) Roy Hubbart. (b) John F Hubbart.  
(c) Mc Harty Hubard. (d) None of the above.
58. Reservation is important for :
- (a) Hotels. (b) Guests.  
(c) Both. (d) None of the two.
59. A night auditor carries out the following functions :
- (a) Ensures the accuracy of various accounts.  
(b) Reconciles all financial transactions with supporting vouchers.  
(c) Monitors house limit.  
(d) All of the above.
60. A written statement or a documentary evidence of a financial transactions :
- (a) Reservation form. (b) Voucher.  
(c) Document. (d) Occupancy report.
61. Rev-par stands for :
- (a) Revenue per available room. (b) Revenue percentage.  
(c) Renewal per guest. (d) Actual revenue of room.
62. Cost of the raw material incurred to prepare a dish :
- (a) Food cost. (b) Cost control.  
(c) Food safety. (d) Cost.
63. Science that deals with cleanliness and sanitation :
- (a) Carborunoum. (b) Hygiene.  
(c) Sanitation. (d) Chargrill.
64. A cylindrical clay oven for baking Indian breads :
- (a) Tandoor. (b) Saucier.  
(c) Griller. (d) Bakery.
65. Which is the following comes under spices and herbs :
- (a) Cloves. (b) Chilli powder.  
(c) Turmeric. (d) All the above.

66. Young sheep is called as :
- (a) Veal. (b) Pork.  
(c) Lamb. (d) Beef.
67. Boiling temperature is :
- (a) 120° C. (b) 100° C.  
(c) 99° C. (d) 82° C.
68. Ideal temperature of poaching is :
- (a) 99° C. – 101° C. (b) 93° C. – 95° C.  
(c) 89° C. – 92° C. (d) 83° C. – 86° C.
69. A kitchen in a hotel, which processes all the meat and fish for usage in kitchen :
- (a) Chlorine tank. (b) Combi oven.  
(c) Butchery. (d) Canapes.
70. Equipment used in the kitchen which gives radiated heat to the food :
- (a) Capital equipment. (b) Inventory.  
(c) Salamandor. (d) Blast chillers.
71. A crystal clear classical french soup, in which the stock is clarified further with minced meat and eggs :
- (a) Espagnole. (b) Consommé.  
(c) Fricassee. (d) Stocks.
72. Basic sauces from which other sauces are derived :
- (a) Mayonnaise. (b) Tabasco sauces.  
(c) Mother sauces. (d) Tomato sauce.
73. Incorporating air into dough :
- (a) Air cell. (b) Battery farm.  
(c) Leavening. (d) Marigold.
74. A chemical or natural ingredient used to improve the quality of the bread :
- (a) Sponge. (b) Improver.  
(c) Sour dough. (d) Windscreen test.
75. Weak flour used in cakes :
- (a) Canola. (b) Milling.  
(c) Cake flour. (d) Cooking cream.

76. Scientific term of the fats and oils :
- (a) Schmaltz.
  - (b) Pufa.
  - (c) Lipid.
  - (d) Scones.
77. A continuous cyclic process of food purchasing, receiving, storing, issuing and account to be a control cycle :
- (a) Controlling.
  - (b) Cycle process.
  - (c) Contro cycle.
  - (d) Organizing.
78. An example of a commercial catering establishment is a :
- (a) Hospital.
  - (b) Restaurant.
  - (c) Factory.
  - (d) None of these.
79. FIFO is used in store for :
- (a) Perishables.
  - (b) Drystore.
  - (c) Both (a) and (b).
  - (d) None of these.
80. In ABC analysis of inventory :
- (a) A is the highest value of item with strict control.
  - (b) B is the lowest value of item with least control.
  - (c) Both (a) and (b).
  - (d) None of these.
81. In considers the operating expenditure which is the cost incurred to generate revenue in the course of the business :
- (a) Cash budget.
  - (b) All the above.
  - (c) Operating budget.
  - (d) Sales budget.
82. In control stage of budgeting :
- (a) Actual results are compared with budgeted results.
  - (b) Sales are compared with budgeted results.
  - (c) Labour cost is compared with the budget.
  - (d) Fixed costs are compared with the budget.
83. Food cost percentage is calculated by :
- (a) A total amount of entries sold divided by total sales.
  - (b) Cost of food divided by amount of sales in food.
  - (c) Amount of food sales divided by cost of labour.
  - (d) Amount of food sales divided by the cost of food.

84. Yield testing helps to identify the :
- (a) Accurate recipe cost.
  - (b) Selling price.
  - (c) Both (a) and (b).
  - (d) None of these.
85. Hygiene equipments :
- (a) Paper dispensers.
  - (b) Toilet roll holders.
  - (c) Urinal mats.
  - (d) All the above.
86. The process to reduce the risk of spreading infection :
- (a) Cleaning.
  - (b) Disinfection.
  - (c) (a) and (b) are correct.
  - (d) None of the above.
87. The process of cleaning something, especially with a chemical in order to destroy bacteria :
- (a) Resistant.
  - (b) Process.
  - (c) Disinfection.
  - (d) Combinations.
88. \_\_\_\_\_ is one of the three main macronutrients along with the other two carbohydrate and protein.
- (a) Fat.
  - (b) Molecules.
  - (c) Water.
  - (d) Health.
89. \_\_\_\_\_ are the main causative of cases of food poisoning.
- (a) Virus.
  - (b) Bacteria.
  - (c) Chemical.
  - (d) Metals.
90. \_\_\_\_\_ found in egg.
- (a) Clostridium per fringers.
  - (b) Salmonella.
  - (c) Escherichia coli.
  - (d) Clostridium boutulinum.
91. A \_\_\_\_\_ is a biomolecule that is soluble in non-polar solvents.
- (a) Lipids.
  - (b) Alcohol.
  - (c) Components.
  - (d) Living cells.
92. Hotels can be classified on the basis of :
- (a) Location.
  - (b) Size.
  - (c) Level of service.
  - (d) All of the above.

93. Ledger is a book in which :
- (a) Only real accounts are opened.
  - (b) Only real and personal accounts are opened.
  - (c) All the real, personal and nominal accounts are opened.
  - (d) Only personal accounts are opened.
94. The return of goods to a supplier should be credited to :
- (a) Supplier a/c.
  - (b) Sales return a/c.
  - (c) Purchases return a/c.
  - (d) Purchase a/c.
95. Balance Sheet is a statement of :
- (a) Financial position of the organisation.
  - (b) Profit.
  - (c) Liabilities.
  - (d) Assets.
96. An expenditure is capital in nature when it increase :
- (a) The quantity of current asset.
  - (b) The quantity of fixed asset.
  - (c) Capital.
  - (d) Loan.
97. Sale of fixed asset is :
- (a) Capital receipt.
  - (b) Revenue receipt.
  - (c) Final accounts.
  - (d) None of the above.
98. In double-entry system of book-keeping every transaction affects :
- (a) Two sides of the same account.
  - (b) Two times.
  - (c) Two or more accounts.
  - (d) The same account on two different dates.
99. According to the going concern concept, a business entity is assumed to have :
- (a) A long life.
  - (b) Partnership firm.
  - (c) Company.
  - (d) All the above.
100. According to money measurement concept the following will be recorded in the books of accounts :
- (a) Health of the Chairman.
  - (b) Quality control in the business.
  - (c) Value of the building.
  - (d) Quality of goods.
101. \_\_\_\_\_ comes under food production equipment.
- (a) Ovens.
  - (b) Griddles.
  - (c) Kettles.
  - (d) All the above.



102. ——— fat are types of unsaturated fat.
- (a) Monounsaturated fat. (b) Polyunsaturated fat.  
(c) (a) and (b) are correct. (d) None of the above.
103. Gajjar Hulwa is made out of :
- (a) Grapes. (b) Apple.  
(c) Carrot. (d) None of the above.
104. ——— comes under Indian Tandoor dish.
- (a) Tandoori chicken. (b) Chicken chettinad.  
(c) Kogini chicken. (d) Chicken korma.
105. ——— is a translucent, colorless flavourless food ingredient.
- (a) Gelatin. (b) Jam.  
(c) Sauce. (d) None of the above.
106. ——— is a basic brown sauce.
- (a) Espagnole. (b) Mayonaise.  
(c) Holandaise. (d) Velutae.
107. Outstanding liabilities are :
- (a) Natural person's personal a/c. (b) Artificial persons personal a/c.  
(c) Representatives personal a/c. (d) Expenses a/c.
108. The action of process of a liquid especially blood, changing to a solid or semi-solid state.
- (a) Process. (b) Coagulation.  
(c) Liquefied. (d) Liquefaction.
109. The partial sterilization of a product such as milk or wine :
- (a) Pasteurization. (b) Power Technology.  
(c) Voltage. (d) Features.
110. A caustic or corrosive substance of this kind such as lime or soda :
- (a) Mordant. (b) Alkali.  
(c) Burning. (d) Stinging.
111. The term ——— generically refers to any baking fat that's solid at room temperature.
- (a) Class. (b) Group.  
(c) Shortening. (d) Similar.

112. The action of mixing or combining things together :
- (a) Blending. (b) Unite.  
(c) Merge. (d) Fuse.
113. To leave a coloured mark that is difficult to remove.
- (a) Perform. (b) Uniquely.  
(c) Stain. (d) Conventional.
114. ——— is an example for glass cleaning.
- (a) Gentle rub. (b) White vinegar.  
(c) Rinse. (d) Frame.
115. ——— is an example for wall finisher.
- (a) Soap. (b) Cleaner.  
(c) Dish. (d) Wood panelling.
116. A raw material that can be brought and sold :
- (a) Commodity. (b) Microfiber.  
(c) Amazon. (d) Shipping.
117. A place where you can buy and drink beverages :
- (a) Retail. (b) Counter.  
(c) Establishment. (d) Bar.
118. The elements that constitute the cost of manufacture are known as ———.
- (a) Large scale. (b) Assemble.  
(c) Elements of cost. (d) Process.
119. The natural colouring of animal or plant tissue :
- (a) Causes. (b) Pigmentation.  
(c) Underlying. (d) Lotions.
120. An item of food consisting of two pieces of bread with a filling.
- (a) Container. (b) Wrapper.  
(c) Sandwich. (d) Food type.

(120 × ½ = 60 marks)