



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM M13)

BHC 2212: FOOD AND BEVERAGE CONTROL II

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Four printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) The performance of Rock Pizza for the fourth quarter of the year 2013 and 2012 were as follows;

Month	2013 £	2012 £	Variance £	% variance %
October	75,000	72,500	2,500	3.4
November	64,250	60,000	4,250	7.1
December	57,500	50,500	7,000	13.9
Fourth quarter total	196,750	183,000	13,750	7.5

Using the performance for the first quarter of 2012 as below, predict the performance of the restaurant in the 1st quarter of 2014:

Month	Sales last year £	Revenue forecast
January	68,500	-
February	72,000	-
March	77,000	-
First Quarter Total	217,500	-

- b) Mazuri Restaurant posted the following results for the year 2013:

Rates insurance fuel costs	£45,000
Franchise fee	£5,000
Franchise commission	1% of turnover
Wages	£1,000 per week

The restaurant operates for six days per week 50 weeks a year and serves an average of 250 lunches @ £3.00. If the restaurant operated a 65% gross profit, show its profitability. **(20 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) Explain the importance of the following in labour control:
- Job description
 - Job specification **(4 marks)**
- b) Jenifer operates Bob's Bar B-Q restaurant. She would like to establish labour standards for the establishment based on last month's figures (as below). Her A.S.P is £12 and average payroll cost of £8 per hour.

Week	No. of guests served	Labour hr needed
1	7,000	4,000
2	7,800	4,120
3	7,500	4,110
4	8,000	4,450
Total	30,300	16,680

Calculate the following productivity standards:

- i) Labour cost percentage
- ii) Sales per labour hour
- iii) Labour dollar per guest served
- iv) Guests served per labour dollar **(16 marks)**

QUESTION 3

- a) Describe the total-bar-system by explain all the tasks it should perform while selling beverages. **(12 marks)**
- b) State **EIGHT** way in which bar staff could steal as they serve and sell beverages and give the corresponding method of controlling each. **(8 marks)**

QUESTION 4

- a) Describe **TEN** factors that affect menu pricing. **(10 marks)**
- b) Discuss how the following concepts are used to assign menu prices:
 - i) Product cost percentage **(5 marks)**
 - ii) Product contribution margin **(5 marks)**

QUESTION 5

- a) Differentiate between controllable and non-controllable overhead and non-controllable overhead expenses. **(5 marks)**
- b) Eunice has located the perfect spot for her restaurant. Its 3,000 square feet in the local mall. The Mall Manager has given her two options for monthly lease
Option I – a flat fee of £.2.00 per square feet
Option II – pay a flat fee of £3,000 per month and 5% of food sales

She estimates the sales of the coming year to be as follows;

Month	Sales forecast
	£
January	65,000
February	55,000
March	65,000
April	70,000
May	80,000
June	70,000
July	70,000
August	85,000
September	90,000
October	95,000
November	110,000
December	135,000

Using this information, calculate the lease options and advise Eunice the better lease options.

(15 marks)