

POKHARA UNIVERSITY

Level: Bachelor

Semester: Fall

Year: 2024

Programme: BHM

Full Marks: 100

Course: Food and Beverage Service IV

Pass Marks: 45

Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. What is inter bar transfer?
2. Mention few guidelines to follow while preparing quality garnishes.
3. How can liqueurs be served?
4. Define requisition form.
5. How does single malt whisky differ from blended malt whisky?
6. Write any one rum based signature cocktail recipe.
7. List down the methods of extracting flavor in Gin.
8. Explain the term "host bar" in banquet bar operations.
9. What is meant by "spillage allowance" in bar control?
10. State four legal alcohol service law in context to Nepal.

Section "B"

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. Outline the planning process and layout consideration of roof top bar at 31st floor of Shangri-La hotel Hongkong.
12. Define the marketing mix and explain its application in the food and beverage industry.
13. Discuss the importance of responsible alcohol service and describe the intervention techniques used to prevent over-service, providing relevant examples.
14. Create the closing checklist bar tasks while closing bar.
15. Explain the various control systems implemented in the F&B service department to control leakages.
16. What is mezcal. Explain the different style of tequila in brief.
17. Define brandy and its type. Write down the service procedure of brandy.

Section “C”
Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

It's 9:30 on a Friday morning at The Pub. Product is scheduled to be delivered at 10:00. Sally specifically ordered an exceptional amount of food for the upcoming holiday weekend because she is projecting it to be busy. Sally receives a phone call at 10:30 from J&G groceries, stating that it cannot deliver the product until 10:00 a.m. on Saturday morning. She explains to the driver that it is crucial that she receives the product as soon as possible. He apologizes; however, it is impossible to have delivery made until Saturday morning.

By 1:00 p.m., The Pub is beginning to run out of product, including absolute necessities such as steaks, chicken, fish, and produce. The guests are getting frustrated because the staff are beginning to “86” a great deal of product. In addition, if they do not begin production for the p.m. shift soon, the restaurant will be in deep trouble. On Friday nights, The Pub does in excess of \$12,000 in sales. However, if the problem is not immediately improved, it will lose many guests and a great amount of profits.

Questions:

- a. . What immediate measures would you take to resolve the problem?
- b. How would you produce the appropriate product as soon as possible?
- c. Who should you call first, if anyone, to improve the problem?
- d. What can you do to always have enough product on hand?
- e. Is it important to have a backup plan for a situation like this? If so, what would it be?

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Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Define outdoor catering.
2. What is kitchen management?
3. Brief about chocolate tempering?
4. Enlist six famous dishes from Mexican cuisine.
5. Explain fast-food with example.
6. Elaborate on the term Blast Chiller. Also, mention its importance in catering industry.
7. How réchauffé cooking helps to control food cost?
8. Write short notes on call order process.
9. What are the common faults in cookie making?
10. Explain frosting in brief.

Section "B"

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. Brief about the Mediterranean cuisine relating its ingredients, sauces and flavoring agents with the examples of some famous dishes.
12. Explain the features of Italian cuisine and Mention examples of popular ethnic Italian dishes.
13. Let us suppose you have to organize a food fiesta in your upcoming semester. Based on the function of management how would you plan that event.
14. Explain fast food along with financial consideration and 5p's of marketing consideration of fast food.
15. How can the integration of complementary flavors, shapes, and textures enhance the visual appeal and taste of a dish?
16. Explain in brief about the different types of food production system.
17. Explain purchasing with its consideration, receiving with guidelines, and storing with storage accommodations of perishable and nonperishable goods.

Section “C”
Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

Cuisine Italian: cucina Italia has developed through centuries of social and political changes, with roots as far back as the 4th century. Italian cuisine in itself takes heavy influences, including Etruscan, ancient Greek, ancient Roman, Byzantine, Jewish. Significant changes occurred with the discovery of the New World with the introduction of items such as potatoes, tomatoes, bell peppers and maize, now central to the cuisine but not introduced in quantity until the 18th century.

Italian cuisine is noted for its regional diversity, abundance of difference in taste, and is known to be one of the most popular in the world with influences abroad. Italian cuisine is characterized by its extreme simplicity, with many dishes having only four to eight ingredients. Italian cooks rely chiefly on the quality of the ingredients rather than on elaborate preparation. Dishes and recipes are often the creation of grandmothers rather than of chefs, and this makes many recipes ideally suited for home cooking. This is one of the main reasons behind the ever-increasing popularity of this cuisine, as cooking magazines in foreign countries popularize Italian recipes targeted at the home cook. Ingredients and dishes vary by region.

Italian cuisine is also well known for its use of a diverse variety of pasta. Pasta includes noodles in various lengths, widths and shapes. Distinguished on shapes they are named — penne, maccheroni, spaghetti, linguine, fusilli, lasagna and many more varieties that are filled with other ingredients like ravioli and tortellini.

Questions:

- a. Explain about the different ingredients used in the Italian cuisine.
- b. In your point of view, why pasta would have this much popular food?
- c. Briefly explain about the different regions of the Italy.
- d. Compile a four course Italian menu with the explanation of each dish.

POKHARA UNIVERSITY

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Semester: Fall

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Full Marks: 100

Course: Hospitality Accounting I

Pass Marks: 45

Time: 3 hrs.

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Section “A”

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Define financial accounting.
2. What is going to concern the concept of GAAP?
3. What is trial balance? Why it is prepared?
4. What do you mean by statement of retained earnings?
5. What are intangible assets? Explain with examples.
6. What do you mean by leverage ratio?
7. X company has total assets of Rs.600000, liabilities of Rs.300000 at the beginning of the year during the year company earned Rs.200000 and distributed Rs.50000 dividend the equity at the end of the year.
8. Hotel Yak and Yeti has 200 rooms. Its Occupancy on season is 80% and in off season nearly 35% only. What is the average yearly occupancy if 30 weeks are taken as season and 22 weeks as off season in the year?
9. What do you mean by Cash and cash equivalent?
10. Goods worth Rs.30000 were destroyed by fire and insurance company paid compensation fully.

Read; Journal entries.

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Describe qualitative characteristics of accounting.
12. What is an annual report? What are the major components of annual report? Explain.
13. Three Star Service House was registered on 1st Jan 2024 by a group of professionals to provide consulting services to small business houses in Pokhara. The following transaction took place during the first month of its operation:

Jan 1, Received contributions of Rs. 30,000 from each of the six partners in exchange for shares of stock.

Jan 9, Sign a two years promissory note at the bank and cash received of Rs. 9,000.

Jan15, Collect Rs. 80,000 in cash from the services provided during the first half of January.

Jan 18, Paid commission of Rs. 500 to the local agents.

Jan 22, Paid Rs. 4,000 rent for the month of January and Rs. 8,000 for the month of February and March in advance.

Jan 30, Billed Rs. 4,000 to the local clients for by providing consulting service, clients are allowed to pay on 10th February.

Required:

- Journal entries of the above transaction for the month of January
- T Accounts
- Trial balance

14. Following items are taken from the records of Valley Food Store, Kathmandu

Account Titles	Rs.	Account Titles	Rs.
Building	1,90,000	Accumulated Depreciation- Building	45,000
Furniture	75,000	Cash	1,600
Accumulated Depreciation,		Account Receivables	9,000
Furniture	22,000	Merchandise inventories	6,000
Land	1,00,000	Prepaid rent	3,000
Office Supplies	900	Income tax payable	2,700
Account Payable	6,000	Long- term notes payable due 31 Ashar,2088	1,20,000
Interest Payable	1,000	Capital Stock 1000 @ Rs 100 each	1,00,000
Sales Revenue	1,90,000	Retained Earnings	48,800
Paid in capital in excess of par value	40,000	Income Tax Expenses	13,000
Advertising Expenses	3,100	Commission Expenses	8,600
Interest Expenses	14,000	Depreciation, Building	2,500
Cost of Goods Sold	1,10,000	Interest Revenue	2,000
Depreciation on Furniture	1,200	Salaries and Wages	11,000
Sales person's Commission	9,000		

Required:

Prepare Multi- Step Income Statement for the year ending on 31st Ashar 2081 and classified balance sheet as on the same date.

15. Following information are available from the Books of Rumey Boutique Hotel:

Particulars	Amounts(Rs)
Total Room revenue	4000000
Total Restaurant & bar revenue	800000
Cost of goods used	340000
Employees meals	4000
Labor cost for Room department	700000
Labor cost of Restaurant and bar	272000
Total rooms	280
Total guest	114664
Room sold	81760
Room occupied by two or more guest	28745
Food covers	125000
Complimentary rooms	4000

Required:

- Occupancy Percentage
- Paid occupancy percentage
- Complimentary occupancy
- Multiple occupancy
- Average daily room rate
- Revenue per available room
- Average food service charge
- Food cost percentage
- Labor cost percentage-room departments and Restaurant & bar department.

16. The following balance sheet is given to you.

Liabilities	Amounts	Assets	Amounts
Equity Share Capital	800,000	Land and Building	700,000
Reserve and Surplus	400,000	Plant and Machinery	650,000
General Reserve	200,000	Cash Balance	150,000
10% Bonds Payable	500,000	Bank Balance	200,000
Account Payable	300,000	Inventory	400,000
Tax Payable	100,000	Account Receivable	200,000
Notes Payable	150,000	Pre-paid Insurance	150,000
	2450,000		2450,000

Other Information:

- Fixed assets turnover ratio is 4 times
- Net profit before interest and tax is 25% of total sales
- Tax rate 25%.

Required:

- Current Ratio
- Quick Ratio
- Debt-Equity Ratio

- d. Amount of Sales
- e. Inventory Turnover Ratio
- f. Average Collection Period
- g. Net Profit after Tax
- h. Return on Assets
- i. Return on Shareholder's Equity
- j. Return on Capital Employed

17. What do you mean by financial statement? Explain its objectives.

Section "C"
Case Analysis

18. *Read the case situation given below and answer the questions that follow:* [20]
The balance sheet of Hotel ABC Ltd. for the year ended 31st Chaitra two years are as follows:

Liabilities	2079	2080	Assets	2079	2080
Common Stock	500,000	600,000	Plant and Machinery(net)	543,000	747,000
Additional Paid in Capital	50,000	60,000	Investment	150,000	100,000
Retained Earning	50,000	125,000	Inventories	75,000	50,000
Long- term loan	250,000	175,000	Account Receivables	124,000	148,000
Account Payable	75,000	95,000	Prepaid Expenses	8,000	6,000
Outstanding expenses	25,000	21,000	Cash at bank	50,000	25,000
Total	950,000	10,76,000	Total	950,000	10,76,000

Additional Information:

Sales for the year 2080	Rs 12,50,000
Cost of goods	Rs 7,45,000
Administrative expenses	Rs 2,25,000
Selling and distribution expenses	Rs 1,25,000
Investment costing Rs50,000 was sold at a profit	Rs 10,000
Sold plant for (loss on sale Rs 5000)	Rs 50,000
Dividend Distributed	Rs 28,000
Depreciation on plant and machinery	Rs 57,000

Required: Cash flow statement using direct method.

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Full Marks: 100

Course: Hospitality Marketing

Pass Marks: 45

Time: 3 hrs.

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Section “A”

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Illustrate the meaning of hospitality marketing.
2. Interpret the meaning of consumer behaviour.
3. Why Public Relation is more important in hospitality marketing?
4. List the Services Marketing Mixes.
5. What is Zone of Tolerance in Service Marketing?
6. Define destination marketing.
7. State the significance of Yield Management in hospitality marketing.
8. Write the types of promotion mix in service marketing.
9. List out the phases of service marketing plan.
10. What is global distribution system (GDS)?

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. What is marketing environment? Explain the components of micro and macro environments of Marketing.
12. Explain different type of product differentiation strategies with an example in hospitality industry.
13. Differentiate the service product and tangible product. Is it necessary to focused core level, formal level and augmented label of product by the creator in both of the product? Give your opinion.
14. List out the approaches of pricing and discuss any one which is suitable to adapt in hospitality organization.
15. As a marketing manager of a leading holiday resort with global operations, what branding method you would suggest and services you would create for honeymoon package conceived and targeted for newly married urban couples?
16. Explain different type of product differentiation strategies with an example in hospitality industry.

17. Who are the people component in hospitality? Describe the importance of managing people to deliver service as promised. [3+7]

Section “C”

Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

Nepal Heritage Park was the idea of Mr. Ram Prasad who was educated and trained in New Zealand. He realized Nepal's tourist potential and aim to address the gap of a cultural center for entertainment. The main theme of the park was to offer an experience of adventure in a cultural environment. To implement the concept, a picturesque hill in the Kathmandu valley was selected to offer an experience of an escape from the hustle and bustle of city life. The resort features 50 rooms with stunning views of the Himalayas, fine dining restaurants and various outdoor activities such as hiking, yoga, retreats, farming, etc.

The Product

The Park Resort has offered three components of products. One is related with the natural world. This includes the display of native flora and fauna. The native birds were housed in a large free-flight aviary which allowed visitors to walk through. There is a trout pool and children's playground. The second aspect is related to the agri-world. This features farming, horticulture, forestry and farm animals. The third aspect of the resort is the cultural world. This was designed to display Nepali village life, including their heritage, history and legends. It includes local carving, weaving displays and an audio-visual show. There were also professional local song and dance performances.

Pricing

The park started its operation with an admission fee of Rs. 500 per adult and 200 per child below 12 years old, and under 5 years old were free entry. Foreigners were free entry. Accommodation, food and activity were priced as a five-star resort.

Promotion

The promotional objectives were

- To increase the occupancy rate specially during the off-peak season
- To enhance brand recognition and establish the resort as a premier destination
- To develop a loyal customer base through effective marketing strategies.

The promotion of NHP was aimed at two major groups. One was focused on the local residents within the valley, and the other was focused on the

foreign tourists. Advertising on local newspapers and TV was organized to focus on local people. It was aimed to increase awareness and provide information about the special features of the park. This group is supposed to represent the major market segment.

Promotion to foreign tourists was different. A trade pack, including a personalized letter of introduction, brochures and pamphlets, the summer and winter program of activities, restaurant menus, etc. was distributed to travel agents. There was also a provision of discounts for corporate houses and commissions for travel agents.

Other promotional programs include:

- Off-Peak Discounts: Offered attractive discounts and packages during the off-peak season, such as “Stay 3 Nights, pay for 2” and special rates for extended stays.
- Themed Weekends: Organized themed weekends to attract specified segments of travelers.
- Loyalty Programs: Launched a loyalty program offering points for each stay, which could be redeemed for discounts, free nights or exclusive experiences.
- Hosted press trips and influencer visits to generate media coverage and online buzz.
- A joint promotional campaign was launched in conjunction with Yak and Yeti Hotel, Sita Air, Chandragiri Cable Car and Nepal Tourism Board.

Competition

- Nearby luxury resort and boutique resorts.
- Homestay offering very low budget accommodation in cultural environment.

The lead time was expected up to 12 months when oversee promotional effects are realized. The result of the first eight months operation revealed the following results.

Local visitors:	Day visitors	8650
	Overnight visitors	100
	School groups day visit	15 groups
Indian Nationals		20
Chinese Nationals		XX
Other foreign tourists		150

Questions:

- a. Do you agree with marketing strategy of Nepal Heritage Park? Justify.
- b. As a hospitality marketing student recommend additional promotional strategies to attract more visitors.

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Section “A”

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Brief shortly on credit monitoring.
2. Mention the roles of night auditor.
3. List out the factors to be considered while establishing room rates.
4. What is the role of Daily Occupancy Report in hotel?
5. List out the elements on revenue management.
6. Define preventive maintenance.
7. Explain in brief about the employee’s safety program.
8. Write short Notes on emergency procedure in hospitality industry.
9. Mention the conditions for firing staff in F/O department.
10. Write down the difference between selection and hiring.

Section “B”

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. What do you understand by front office accounting? Explain its cycle.
12. What are the duties and responsibilities of Night Auditor?
13. Define break-even point. Which departments are considered as other operating as others operating department?
14. Define market-based pricing and its common method?
15. What do you understand by Revenue management and what are the three elements of revenue management?
16. How are environment and hospitality related? Explain how hospitality industry manages environment.
17. Discuss some security issues in hotel. What are the advantages of internal recruiting?

Section “C”

Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

The Royal Morek Hotel is a 200-room luxury hotel located in a popular tourist destination. The hotel offers a mix of room types, including

standard, deluxe, and suites. The hotel has a front office team responsible for reservations, check-ins, check-outs, and ensuring the smooth operation of guest services.

Problem:

The hotel has seen fluctuations in occupancy rates, with some periods experiencing high occupancy and others with low occupancy. The hotel has employed traditional pricing strategies for years, adjusting room rates based on seasonal demand. However, the hotel's revenue management team has identified that there is room for improvement in pricing strategies and better management of room availability to optimize revenue.

Recently, The Royal Morek Hotel has faced the following challenges:

- **Overbooking:** During peak periods (e.g., holidays), the hotel occasionally overbooks rooms, leading to guest dissatisfaction.
- **Underpricing:** In off-peak seasons, the hotel offers too many rooms at low rates, missing the opportunity to optimize revenue.
- **Lack of Dynamic Pricing:** The hotel has not been able to adjust its prices in real-time based on current demand, leaving revenue potential on the table.
- **Low Average Daily Rate (ADR):** Despite high occupancy rates during weekends, the average room price is often lower than competitor hotels in the same area.

Answer the following questions on the basis of the above case:

- a. How can the Royal Morek Hotel handle the high and low occupancy?
- b. Which method is suitable to manage the above problems?
- c. How can the hotel manage their ADR?
- d. Who are the major role players to handle the fluctuations in occupancy rates? Explain their roles.