

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

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. How does single malt whisky differ from blended malt whisky?
2. List down 4 popular brand names of liqueurs, with flavor profile and origin.
3. Write any one rum based cocktail recipe.
4. Define corkage charge.
5. Identify the different considerations while fitting draught beer.
6. Write a short note on Blue Agave?
7. Write 4 points to be considered while receiving the supplies?
8. Define market segmentation.
9. Define Dispense Bar?
10. Mention the different ageing statement in a bottle of brandy.

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. How will you explain the Product life cycle in perspective of Food service Industry?
12. Create the opening checklist bar tasks before opening the bar.
13. Define liqueur and explain the production process of liqueur in detail.
14. Highlight the significance of control system. Draw a sample of purchase specification slip with an example of tomato.
15. What are the essential Bar records and controlling methods used in Bar industry?
16. Explain the parts of Cocktails with example? What are the points to be considered while developing your own signature cocktail?
17. Explain the considerations while creating an ergonomically pleasant bar.

Section “C”
Case Analysis

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

Sarah is the bar manager in a bustling downtown bar named “The Topsy Tulip,” where the staff is committed to responsible alcohol service. The bar generates good revenue and is quite famous for the quality service. The dinner operation is running too smooth tonight, but after 8 o’clock Sarah, faces two challenging scenarios during her shift.

Scenario 1: The Overindulgent Patron

Situation: A regular customer, Jack, has been drinking heavily. He’s slurring his words and stumbling. Jack is still asking for another peg of alcohol from the bartender but due to intoxication the bartender refuse to serve the alcohol. Jack is becoming aggressive and furious over the bartender.

Scenario 2: The Underage Guest

Situation: A group of college students enters the bar. The group orders some wine and everyone starts to enjoy with a nice toast. One of them, Lisa, appears young and Sarah have doubts on her drinking age limit. Lisa claims she’s 21 but doesn’t have ID. She insists she’s legal.

Question:

- a. What do you mean by intoxication? What are the signs of Intoxication?
- b. What steps should Sarah take to address Jack’s situation?
- c. How should Sarah verify Lisa’s age and handle the situation?
- d. What steps can be taken in future to handle these kinds of situations?

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Section “A”

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Enlist major importance of kitchen management.
2. Explain the term salsa. Enlist different varieties of salsa?
3. Enlist 4 features of Fast Food each from management and quest perspective respectively.
4. Mention any eight cheeses from Italy.
5. Elaborate the term BLAST FREEZER? Also mention its time and temperature?
6. Discuss the concept and objectives of inventory control in stores.
7. Briefly explain the rules during Rechauffe cooking.
8. Explain the straight dough method in cookies making.
9. Discuss various types of chocolates.
10. Enlist different types of icings and their uses.

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Enlist the regions of the Mediterranean belt with special ingredients used in that particular region.
12. Explain the features of French cuisine, and mention examples of popular ethnic French dishes and classical menu items?
13. Clarify centralized food production system. Link cook chill and cook freeze process with it.
14. What are the different ways to store perishable and non-perishable goods, and why is it important to store them correctly for managing store inventory?
15. Draw a standardized recipe card and also write down the importance of portion control in Food and Beverage operation.
16. Write down the supervisory functions of management.
17. Discuss elaborately chocolate production process.

Section “C”
Case Analysis

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

Spice Haven, once a thriving restaurant known for its vibrant flavors, is now facing a barrage of guest complaints and a noticeable drop in revenue. The primary issue is poor food presentation, which has significantly affected the overall dining experience. Despite maintaining high standards in taste and quality, the dishes served lack visual appeal. Guests have voiced their dissatisfaction, stating that the food looks unappetizing and lacks the artistic touch expected in a dining establishment of Spice Haven's caliber. This negative feedback has spread rapidly, leading to a decline in customer visits and reservations. The management is perplexed, as the kitchen staff, although skilled in cooking, appear to lack the training or creativity needed for effective plating. The restaurant's reputation is at stake, and there is an urgent need to address and rectify the presentation issues to win back customer trust and boost revenue.

Questions:

- a. How can the restaurant train its kitchen staff to improve food presentation skills effectively?
- b. What immediate steps can be taken to enhance the visual appeal of dishes served at Spice Haven?
- c. How can the management incorporate guest feedback into the process of improving food presentation?
- d. What role can hiring a professional food stylist or consultant play in resolving the presentation issues at the restaurant?

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

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Programme: BHM

Full Marks: 100

Course: Hospitality Accounting I

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 do you mean by hospitality accounting?
2. What is going concern concept?
3. Why income statement is prepared?
4. What is retained earnings?
5. How earning per share (EPS) is calculated?
6. What do you mean by current assets? Give two examples of current assets.
7. Prepare the journal entries;
ABC company paid to landlord office rent at Rs. 50,000 for the month of current month and next month.
8. A Hotel had beginning inventory Rs. 20,000 and purchased during the year amounting Rs. 50,000. Carriage on purchase Rs. 5,000. At the end of the year, the inventory counted as Rs. 30,000.
Required: Cost of goods sold.
9. Hotel Rainbow has 400 rooms. About 135,000 rooms are occupied throughout the year and 10,000 rooms are complimentary rooms.
Required: Paid occupancy percentage.
10. If gross profit is Rs. 300,000 and sales is Rs. 500,000. Find out the gross profit margin.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Explain the role of hospitality accounting in hospitality sectors.
12. Define financial accounting? Explain the types of financial statements.
13. The following transactions are entered into by Himal Company.
 - a. Articles of incorporation are filled with the state, and 2,000 share of capital stock are issued cash of Rs2, 00,000.
 - b. A two year promissory note is signed at the local bank. The cash received Rs95,000.
 - c. An existing furniture purchased for Rs 65,000 on credit.
 - d. Supplies are purchased on account for Rs800. All the supplies are used

in the first month.

- e. During the first month Rs600 is paid to suppliers for the supplier.
- f. Billed to clients for service provided Rs5 000.
- g. Wage and salary paid in the first month of operation Rs 6000 and outstanding Rs1000.
- h. The utility bill of Rs900 paid for the month.
- i. Dividend paid to owner Rs 1200.

Required:

- i. Pass the necessary journal entries [5]
- ii. T- Accounts [3]
- iii. Trial Balance [2]

14. The following transactions pertaining to January of Ajay Pvt. Ltd. are given to you:

Jan1: Opening cash balance of Rs. 1, 20,000 and bank balance of Rs. 70,000.

Jan5: Payment made to Account Payable Rs 13,000 in cash, Rs15,000 through cheque in full settlement of Rs 30,000.

Jan7: Sold goods on account Rs 20,000

Jan10: Purchased Furniture Rs 50,000 and paid through cash.

Jan15: Cash withdrawn from bank Rs 30,000 for office use and Rs10,000 for personal use.

Jan22: In the sale of Rs 30,000, Rs 4,000 receives in cash and balance amount is receives by cheque, allowed cash discount of Rs 1,000.

Jan25: Received from debtors Rs19,500 in full settlement of his account of 7th January.

Jan31: Received through cheque Rs 28,500 after deducting 5% discount.

Jan31: Paid salary and wages for the month Rs 20,000 by cheque.

Required: Triple Column Cash Book

15. Trial balance of a company is as follows:

Name of the accounts	Debit (Rs.)	Credit (Rs.)
Cash and cash equivalents	5,000	
Receivables	2,000	
Inventories	3,000	
Prepaid Expenses	1,500	
Property, Plant and equipment at cost	30,000	
Acc. Dep. Property, Plant and Equipment		3,000
Brands, Trademarks and good will, net	20,000	
Other assets	5,000	
Notes payable		4,000
Account payable		5,000
Accrued payroll		3,000

Advances on sales (deferred revenues)		6,000
Other current liabilities		5,000
Long term debt		10,500
Other non-current liabilities		9,500
Preferred stock		5,000
Commons stock 100 par value		10,000
Retained earnings (Dec. 31, 2002)		6,000
Additional Paid-in-capital		1,000
Net sales		20,000
Cost of goods sold	15,000	
Selling and administrative expenses	1,500	
Interest expenses	1,000	
Gain on Sales of Machine		1,000
Income taxes	1,000	
Cash dividends	4,000	
Total	89,000	89,000

Required:

- Income statement. [4]
- Retained earnings statement. [2]
- Classified balance sheet. [4]

16. Following are the information provided by New Looks Company:

Liabilities and Capital	Amount (Rs.)	Assets	Amount (Rs.)
Common share @ Rs.100	500,000	Cash	200,000
15% preference share capital	300,000	Fixed assets	800,000
10% debenture	200,000	Debtors	100,000
Account payable	100,000		
Total liabilities and capital	1100,000	Total assets	1100,000

Additional information:

- Earnings before interest and tax Rs. 800,000
- Cash sales Rs. 600,000
- Days in a year 360 days
- Proposed dividend 40% of earning available to equity shareholders
- Tax rate 50%
- Credit sales 1400,000
- Opening debtors Rs. 40,000

Required:

- Earning per share (EPS) [2]
- Dividend per share [2]
- Average collection period [2]
- Fixed assets turnover ratio [2]
- Total assets turnover ratio [2]

17. The company's balance sheet for two years as follows:

Liabilities	Year I	Year II	Assets	Year I	Year II
Equity share	800000	1000000	Fixed assets	1000000	1400000
7% debenture	300000	220000	Inventory	100000	200000
Bills payable	100000	80000	Debtors	300000	200000
Creditors	200000	300000	Cash	200000	100000
Retained earning	200000	300000			
Total	1600000	1900000	Total	1600000	1900000

Additional information:

- Sales for the year was Rs. 12,00,000 where cost of goods sold was Rs. 700,000.
- Operating expenses were Rs. 200,000 paid in cash and dividend paid Rs. 60,000.
- Fixed assets costing Rs. 40,000 have been sold for Rs. 60,000.
- Depreciation on fixed assets was Rs. 160,000.

Required: Cashflow statement under direct method.

Section "C"

Case Analysis

18. Read the case situation given below and answer the questions that follow:

You are given the following trial balance and other information of ABC Company.

Particulars	Amount Rs.	Particulars	Amount Rs.
Cost of Sales:		Sales Revenues:	
F & B department	150,000	Room	400,000
Laundry service	20,000	F & B	400,000
Other operating department	5,000	Laundry service	100,000
Payroll and Related Expenses:		Other operating department	50,000
Room	100,000	Common stock	450,000
F & B department	40,000	Retained earning	40,000
Laundry service	15,000	General reserve	20,000
Other operating department	2,000	Share premium	10,000
Administrative expenses	20,000	Bonds payable	30,000
Marketing expenses	15,000	Bank loan	40,000
Repair & maintenance	4,000	Creditors	10,000

Other Expenses:		Notes payable	15,000
Room	50,000	Tax payable	5,000
F & B department	15,000	Other expenses payable	10,000
Laundry service	3,000		
Other operating department	1,000		
Administrative expenses	12,000		
Marketing expenses	10,000		
Repair & maintenance	3,000		
Power expenses	5,000		
Fixed Charges:			
Rent expense	50,000		
Insurance expenses	25,000		
Interest expenses	35,000		
Depreciation	55,000		
Land & building	400,000		
Plant & machinery	300,000		
Equipment	100,000		
Goodwill	50,000		
Cash balance	20,000		
Receivables	25,000		
Inventory	35,000		
Prepaid expenses	15,000		
Total	1580,000	Total	1580,000

Other information:

- Hotel has 220 rooms and normally 90% rooms are occupied during the year. Among occupied rooms, 2000 rooms are complimentary rooms.
- Multiple occupied rooms are 12,000 rooms.

Required:

- a. Income statement and balance sheet. [5+5]
- b. Calculate the following ratios:
 - i. Paid occupancy percentage. [2]
 - ii. Complimentary occupancy percentage. [2]
 - iii. Multiple occupancy. [2]
 - iv. Revenue per available rooms. [2]
 - v. Food cost percentage. [2]

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Full Marks: 100

Course: Hospitality Marketing

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. List out any two internal issues affecting pricing.
2. Differentiate between Publicity and Public Relation.
3. List out any four basic characteristics of service personnel in hospitality industry.
4. List out distribution challenges in hospitality Marketing.
5. Why planning is important before starting any business?
6. Define the term 'Hospitality Marketing'.
7. List out the seven P's in marketing.
8. How does online hotel reservation take place?
9. What do you mean by controlling?
10. Define destination marketing.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Define consumer buying behavior. Explain the factors influencing consumer buying behavior of hospitality products.
12. What importance does the pricing hold in marketing? Explain the different pricing approaches with suitable examples and also explain how firms respond to price changes.
13. Define Hospitality Marketing Communication. Briefly explain the components of promotion mix with suitable examples.
14. What are the dimensions of hospitality products relevant to present context? Explain with examples.
15. How does branding influence customer perceptions and loyalty in the hospitality sector? Explain with evidences.
16. What is the microenvironment in marketing, and how does it differ from the macro environment?
17. What are the key components of a strategic marketing plan in the hospitality industry? How do hospitality businesses leverage their people as a unique selling proposition (USP)?

Section “C”

Case Analysis

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

KANSAI Hotel is a luxury hotel located in the heart of a bustling metropolitan city. The hotel boasts 200 elegantly designed rooms, a state-of-the-art conference center, multiple dining options, a spa, and a rooftop pool with stunning city views.

Hotel offers a comprehensive range of services and facilities to cater to both business and leisure travelers. The product includes Rooms and Suites: Diverse room types, including deluxe rooms, executive suites, and presidential suites. Dining Options like Three restaurants offering international cuisine, a café, and a bar are available. Wellness Facilities are also equipt such as a full-service spa, fitness center, and rooftop pool. There are ample space offer by the hotel for meeting and event spaces like Conference rooms, banquet halls, and outdoor venues for events and weddings. Additional Services: Concierge, room service, laundry, and free Wi-Fi.

Hotel employs a dynamic pricing strategy to maximize revenue while remaining competitive. Pricing is influenced by: Seasonality: Higher rates during peak tourist seasons and major city events. Room Type, Special offers for extended stays, corporate packages, and holiday promotions. The hotel regularly analyses competitor rates to ensure competitive pricing.

Kansai Hotel is strategically located in the city center, Ideal for business travelers attending meetings and conferences. It is located close to major transportation hubs, including airports, train stations, and public transit.

Hotel utilizes a mix of promotional strategies to attract and retain guests by using Digital Marketing such as Website, social media, and email marketing campaigns. It also runs traditional advertising methods like Print ads in travel magazines, billboards, and TV commercials, hosting events, influencer partnerships, and media coverage.

The staff at Kansai Hotel are central to the guest experience, and the hotel emphasizes:

Continuous training programs to enhance customer service skills and take Initiatives to keep staff motivated and satisfied. The hotel also focus on personalized service and attention to guest preferences.

Questions:

- How can Kansai Hotel further differentiate its product offerings to attract more guests in a competitive market?
- What innovative pricing strategies could Kansai Hotel implement to increase occupancy during off-peak seasons?
- Which promotional channels could be most effective for Kansai

Hotel to reach a younger demographic of travelers?

- d) What measures can Kansai Hotel take to improve employee engagement and reduce turnover in the hospitality industry?

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Full Marks: 100

Course: Room Division Management II

Pass Marks: 45

Time: 3 hrs.

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Section “A”

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Define city ledger.
2. Why cross referencing is necessary?
3. Explain the term breakeven point.
4. State any Four data and information required for room forecasting.
5. Define yield management.
6. What do you mean by preventive and scheduled management?
7. Is security management a major concern in hotel operations?
8. What do you mean by environment management?
9. What are the different types of transportation facility provided by the hotel to their guest and employees?
10. What do you mean by motivation?

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Explain the accounting fundamentals.
12. Define night audit. Explain the process of night audit.
13. What are the different tools use by FOM to evaluate the front office operation.
14. Define revenue management. Explain the elements of revenue management.
15. Explain environment management. Explain about the environment management applied in hospitality industry.
16. Why security is important in hospitality. Explain how management provides security to staff, customer and hotel property.
17. Define recruiting. What are the different methods of staff motivation?

Section “C”

Case Analysis

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

In today's world, security is a paramount concern for hotels. Providing a safe and secure environment for guest and staff is crucial for maintaining a positive reputation and ensuring customer satisfaction.

The Royal Morek Hotel is a prestigious five-star hotel located in a bustling urban center. With hundreds of guests and staffs circulating daily, ensuring security is a top priority for hotel management. Despite having traditional security measures in place such as CCTV cameras and security personnel, the hotel recognized the need for a more comprehensive and efficient security system.

The challenges that hotel faced related to security are as follows:

- a. Unauthorized access on the restricted areas.
- b. Security blind spots such as stairwells and service corridors.
- c. Delay in response of security team during emergencies.

Answer the following questions on the basis of above case.

- i. How can we solve the above challenges related with the security.
- ii. What could be the other security measures that hotel can take except for traditional CCTV and security personnel?
- iii. Why security do is related with customer satisfaction?
- iv. Provide the best concluding suggestion to Hotel Royal Morek.