

Attempt all questions Each question carry 2 marks

Q1. A Restaurant sells 350 portions of an item in a week at the rate of Rs 10/-per portion. The food cost is 40% of the selling price. Total fixed cost per week amounts to Rs 2400/-. How many more portions does the restaurant have to sell in order to breakeven?

- (a) 20
- (b) 30
- (c) 40
- (d) 50

Q2. Is defined as an integrated system of man and machine for providing the information to support operations, the management, and decision making function in the organization.

- (a) MIS
- (b) GIP
- (c) GDP
- (d) PIP

Q3. To make the best or most effective use of menus in advertising and selling is called to make the best or most effective use of menus in advertising and selling is called

- (a) Menu merchandising
- (b) Menu engineering
- (c) Menu planning
- (d) None of the above

Q4. From how many methods sales variance can be calculated

- (a) 1
- (b) 4
- (c) 3
- (d) 2

Q5. A person working for the company may have a fixed salary but may also earn commission on sales. Which type of cost is this?

- (a) semi variable cost
- (b) variable cost
- (c) Direct Labour Cost
- (d) Indirect Labour cost

Q6. Is a comprehensive and coordinated plan expressed in financial terms, for the operations and resources of an enterprise, for some specific period in future.

- (a) Budget
- (b) Cost
- (c) Stock
- (d) none of these

Q7. This provide accurate reference to all beverages coming into the cellar, and posting data for the cellar man's bin cards.

- (a) Cellar inwards book

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- (b) Cellar control book
- (c) Beverages perpetual inventory ledger
- (d) none of these

Q8. Bring in their own bottles of spirits, etc., sell the contents to customers and then pocket the money. This results in a busy bar with disappointing cash takings. What is called as

- (a) Bar Fraud
- (b) Inventory
- (c) Beverage Stock
- (d) None of the above

Q9. This is a simple yet effective method of beverage control and is particularly useful for the smaller type operation where there are full time control staffs

- (a) Par stock
- (b) Inventory Control
- (c) Stock
- (d) None of the above

Q10. There are how many basic approaches to recording and controlling food and beverage sales.

- (a) 3
- (b) 5
- (c) 2
- (d) 5

Q11. This is a simple yet effective method of beverage control and is particularly useful for the smaller type operation where there are full time control staffs.

- (a) Bottle control system
- (b) Cost control system
- (c) Stock control system
- (d) None of these

Q12. These are beverage products that require a higher degree of preparation, in comparison to the other categories, before being served to the customer.

- (a) Raw beverage
- (b) semi- prepared beverage
- (c) Fully prepared beverage
- (d) None of these

Q13. The sales value of each drink is

- (a) Potential (or standard) sales value system
- (b) Bottle control system
- (c) Cost control system
- (d) None of the above

Q14. It is that element of cost in which we can include the cost of direct material and direct labour

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- (a) Direct cost
- (b) Inventory cost
- (c) Stock
- (d) None of the above

Q15. Except direct material and direct labour, all direct expenses will be

- (a) Direct Expenses Cost
- (b) Direct cost
- (c) Inventory cost
- (d) None of the above

Q16. A relatively new method of menu analysis & food pricing.

- (a) Menu engineering
- (b) Menu planning
- (c) Menu merchandising
- (d) Variance Analysis

Q17. In menu engineering menu is grouped in how many parts for analysis of menu?

- (a) 2
- (b) 3
- (c) 7
- (d) 4

Q18. Costs that don't change over a period of time and don't vary with output.

- (a) Variable cost
- (b) Direct cost
- (c) Fixed cost
- (d) None of the above

Q19. What is an overhead?

- (a) Indirect Expense
- (b) Direct expense
- (c) Direct Labour Cost
- (d) indirect Labour cost

Q20. These costs have fixed and variable elements.

- (a) Semi variable cost
- (b) Variable cost
- (c) Direct Labour Cost
- (d) Indirect Labour cost

Q21. Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor is known as

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- (a) Advertising
- (b) Public Relations
- (c) Merchandising
- (d) Sales Promotion

Q22. Is a communication and information process, either personal or non personal, operation within an organization's internal and external environment.

- (a) Advertising
- (b) Public Relations
- (c) Merchandising
- (d) Sales Promotion

Q23. Sponsorship of local events, individual, companies, exhibitions, free gifts, samples comes under which media.

- (a) Press media
- (b) Broadcasting media
- (c) Community media
- (d) None of the above

Q24. What is the full form of ABC in ABC analysis?

- (a) Always better control
- (b) Account budget control
- (c) Average beverage control
- (d) None of the above

Q25. What is the minimum level of stock is called as

- (a) Urgent refill level
- (b) Emergency level
- (c) Below par level
- (d) Danger level

Q26. The difference between the standard and actual rate of pay, multiplied by the actual hours.

- (a) Labour rate variance
- (b) Labour efficiency variance
- (c) Over head variance
- (d) Fixed overhead Variance

Q27. What is the formula to calculate Labour efficiency variance?

- (a) (Standard rate-Actual rate) X actual hours worked
- (b) (Standard rate + Actual rate) X actual hours worked
- (c) (Standard hours of actual output – Actual hours) X Standard rate
- (d) (Standard hours of actual output + Actual hours) X Standard rate

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Q28. Variance analysis can be done in how many steps

- (a) 1
- (b) 2
- (c) 3
- (d) 4

Q29. From how many methods sales variance can be calculated

- (a) 2
- (b) 5
- (c) 3
- (d) 4

Q30. How many types of budgets are made on the base of condition?

- (a) 1
- (b) 3
- (c) 5
- (d) 2

Q31. How many types of budgets are made on the base of capacity?

- (a) 2
- (b) 3
- (c) 4
- (d) 5

Q32. How many types of budgets are made on the base of coverage?

- (a) 4
- (b) 5
- (c) 2
- (d) 3

Q33. How many types of budgets are there?

- (a) 4
- (b) 3
- (c) 5
- (d) 2

Q34. A refrigerated area of _____ for the storage of white and sparkling wines.

- (a) 10-15° C
- (b) 15-20° C
- (c) 05-10° C
- (d) None of these

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Q35. An area held at a temperature of _____ for the storage of bottle beers and soft drinks.

- (a) 5° C
- (b) 6° C
- (c) 7° C
- (d) 8° C

Q36. What is the formula to calculate total beverage consumed?

- (a) Opening stock + purchase - Closing stock
- (b) Opening stock - purchase - Closing stock
- (c) Opening stock - purchase + Closing stock
- (d) None of these

Q37. This method is recognized as the most accurate (non-automatic) method of determining the amount of beverage sold.

- (a) Inventory
- (b) Stock checking
- (c) Night Audit
- (d) None of these

Q38. Fail to 'ring up' each drink sold and pocket the money taken from the client. This results again in lower cash taken. What is this situation called as

- (a) Bar Fraud
- (b) Bar Sales
- (c) Under-charge
- (d) None of these

Q39. The level of _____ is established for each bar, that is, to establish for each beverage the number of bottles required for a busy day plus a small safety factor.

- (a) Par stock
- (b) Opening stock
- (c) Bar Cost System
- (d) None of these

Q40. The _____ is that level of any food item below which it should not be allowed to fall

- (a) Minimum stock level
- (b) Opening stock
- (c) Par stock
- (d) None of these

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Q41. What is the formula for calculating danger level of stock?

- (a) $\text{AVG CONSUMPTION} \times \text{MAX REORDER PERIOD}$
- (b) $\text{AVG CONSUMPTION} + \text{MAX REORDER PERIOD}$
- (c) $\text{AVG CONSUMPTION} - \text{MAX REORDER PERIOD}$
- (d) None of these

Q42. _____ is closing the stores and physically taking count of all items.

- (a) Actual stock taking
- (b) Par stock taking
- (c) Closing stock taking
- (d) None of these

Q43. It is a point lying between maximum and minimum level of stock.

- (a) Re order level
- (b) Economic order quantity
- (c) Rate of consumption
- (d) None of these

Q44. _____ involves communicating by post to specified customers; it may be directed at new and potential customers or to past or well established customers.

- (a) Direct mail
- (b) Direct calling
- (c) Public relation
- (d) None of these

Q45. Advertising on commercial radio & television is known as.

- (a) Broadcasting
- (b) Visual advertising
- (c) Visual impact
- (d) None of these

Q46. They are used along streets in towns and cities on hoardings, in airport lounges, railway carriages and the underground subways.

- (a) Sign & Posters
- (b) Broad casting
- (c) Newspaper
- (d) None of these

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Q47. _____ is a communication and information process, either personal or non personal, operation within an organization's internal and external environment.

- (a) Public relation
- (b) Direct mail
- (c) Broadcasting
- (d) None of these

Q48. Newspapers, magazines, trade journals, brochures, leaflets, guides, press conferences, press releases which type of media is this.

- (a) Press media
- (b) Broadcast media
- (c) Community media
- (d) None of these

Q49. Illuminated _____ are used extensively by fast-food operations showing enlarged colour photographs of the food and beverages available.

- (a) Wall Display
- (b) Posters
- (c) Signs
- (d) None of these

Q50. _____ is a form of temporary incentive highlighting aspects of a product that are non-inherent to it.

- (a) Sales promotion
- (b) Merchandising
- (c) Advertising
- (d) None of these