



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

Bachelor of Business Administration (Semester VII) Examination – July, 2018

HLM 2201 Food and Beverage Management

Three (03) Hours

Answer (05) five questions only

- 1) i) Draw a modern Food & Beverage department organizational chart for a 5 star hotel and explain their key duties.
(10 marks)
- ii) What measures you can take to uplift the productivity of your Food and Beverage team. Give proactive measures which you will take to motivate your team.
(10 marks)
- (Total 20 marks)
- 2) i) What are the types of menus available in the restaurant and explain each category.
(10 marks)
- ii) How can you up- sell a menu in a restaurant on a public holiday in Sri Lanka. Please provide your suggestions with examples.
(10 marks)
- (Total 20 marks)
- 3) i) Explain the distillation process. Name two non-alcoholic beverage categories with examples.
(10 marks)
- ii) Plan a beverage promotion for next Charismas (Please note this can be a non-alcoholic beverage promotion or an alcoholic beverage promotion).
(10 marks)
- (Total 20 marks)

- 4) i) "Complaints are sales opportunities". Explain this statement. (08 marks)
- ii) Why do customers turn down products and services? (06 marks)
- iii) How can you address this issue in your hotel state your answers with examples. (06 marks)
- (Total 20 marks)**

- 5) i) Explain the following with appropriate examples to support your answers.
- a) Discotheque
 - b) Night club
 - c) Coffee shop
 - d) Poolside terrace & snack bar
 - e) Grill room
- (Total 20 marks)**

- 6) Name and explain the opening up duties and closing up duties of a restaurant. **(Total 20 marks)**