

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VII) Examination -

July, 2018

### HLM 2205 – Restaurant and Lodging Management

Three (03) Hours

Answer All Questions

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01. Restaurant industry is one of the fastest growing industries in the world. Based on the evolution of the industry briefly explain the following.
- i. History and expansion of the industry (10 Marks)
  - ii. Significant trends in the industry (10 Marks)
- (Total 20 marks)**
02. There are various types of restaurant concepts and models that has been developed in the world in order to cater to different types of customers.
- i. Compare and contrast characteristics of a fine coffee shop and a fast food restaurant using the appropriate models and concepts. (10 Marks)
  - ii Briefly describe the kinds and characteristics of a bar which is most suitable for night time entertainment. (10 Marks)
- (Total 20 marks)**
03. Suppose you have 2,500,000 rupees with which to start a restaurant and there is no possibility of borrowing additional capital. What kind of a restaurant would you consider opening and how would you go about setting it up. Decide your venture based on following factors:
- Location – Resort area
  - Market - Resort is popular among local & foreign tourist
  - Culture - Society is heavily influenced by dinner out culture
- (Total 20 marks)**

04. Equipment and menu must harmonize to create a smooth operation in a newly established fast food restaurant.

i. What factors should be considered when selecting equipment for a fine dining restaurant? (10 Marks)

ii. What factors should be considered when compiling a menu for a fast food restaurant? (10 Marks)

**(Total 20 marks)**

05. Health and safety has become a mandatory requirement in the food service and production industry worldwide.

i. Justify this statement by using supporting facts. (10 Marks)

ii. Briefly explain following technical words:

a. Cross contamination (5 Marks)

b. Food borne illnesses (5 Marks)

**(Total 20 marks)**

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