

Model Paper “The Lodging & Food Service Industry-II” (Second Year)
Diploma in Hotel Operations (02 Year Course)
For Annual Examination 2024 & Onwards
OBJECTIVE

Marks: 20

TIME: 30 Minutes

Note: This part is compulsory. It should be attempted on the question paper and returned to the supervisory staff after the prescribed time. Cutting or over writing, Use of Ink Remover, lead Pencil and Eraser is not allowed. Supervisory Staff is requested to attach it with the answer book.

Q # 1: Encircle the write answer from the given answers a, b, c & d. (20x1)= 20

- i. Which department is responsible for overseeing the safety and security of guests and property in a food service establishment?
 - a. The accounting division
 - b. The marketing and sales division
 - c. The security department
 - d. The human resource department

- ii. In the organization and structure of the food service industry, what is the primary focus?
 - a. Marketing and sales
 - b. Management and operation
 - c. Accounting
 - d. Human resources

- iii. Which department of the food service industry is responsible for recruiting, training, and managing employees?
 - a. The marketing and sales division
 - b. The security department
 - c. The accounting division
 - d. The human resource department

- iv. What is the main purpose of the marketing and sales division in the food service industry?
 - a. Ensuring food safety
 - b. Managing finances
 - c. Attracting customers and increasing sales
 - d. Overseeing employee training

- v. Which department in the food service industry is responsible for financial planning, budgeting, and record-keeping?
 - a. The human resource department
 - b. The accounting division
 - c. The marketing and sales division
 - d. The security department

- vi. What term is used to describe the physical layout and arrangement of a food service establishment?
 - a. Menu design
 - b. Food presentation
 - c. Facility layout
 - d. Employee scheduling

- vii.** In the lodging and food service industry, what is the primary source of revenue for many establishments?
- Employee salaries
 - Room bookings
 - Marketing expenses
 - Security measures
- viii.** Which department in the food service industry focuses on creating and maintaining a safe and comfortable environment for guests?
- The accounting division
 - The security department
 - The marketing and sales division
 - The human resource department
- ix.** What term describes the process of promoting and advertising food service establishments to attract customers?
- Accounting
 - Marketing
 - Management
 - Security
- x.** In the food service industry, what is the primary responsibility of the security department?
- Managing finances
 - Attracting customers
 - Ensuring guest safety
 - Employee recruitment
- xi.** Which department in the lodging and food service industry focuses on the financial aspects of the business?
- The human resource department
 - The accounting division
 - The marketing and sales division
 - The security department
- xii.** What term describes the overall plan and organization of a food service establishment?
- Menu design
 - Business strategy
 - Facility layout
 - Employee scheduling
- xiii.** What is the primary function of the human resource department in the food service industry?
- Managing finances
 - Attracting customers
 - Ensuring employee satisfaction and development
 - Menu planning
- xiv.** In the context of the food service industry, what does "FOH" stand for?
- Food on Hand
 - Front of House
 - Fresh on the Hook
 - Food of the Hour

- xv.** Which department in the lodging and food service industry focuses on inventory management and cost control?
- The marketing and sales division
 - The security department
 - The accounting division
 - The human resource department
- xvi.** What is the primary role of the accounting division in a food service establishment?
- Managing employee schedules
 - Overseeing food preparation
 - Handling financial transactions and record-keeping
 - Marketing and advertising
- xvii.** What term describes the process of planning and scheduling employee shifts in a food service establishment?
- Menu planning
 - Facility layout
 - Employee scheduling
 - Food presentation
- xviii.** Which department in the food service industry is responsible for creating menus and recipes?
- The human resource department
 - The accounting division
 - The marketing and sales division
 - The security department
- xix.** In the context of the lodging and food service industry, what does "BOH" stand for?
- Back of House
 - Best of Hospitality
 - Business on Hold
 - Bookings on Han
- xx.** What term describes the industry that includes hotels, restaurants, and other service providers that cater to travelers and tourists?
- The food industry
 - The Logging industry
 - Hospitality industry
 - Tourism industry

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SUBJECTIVE

TIME: 2:30 Minutes

MARKS: 80

SECTION-I

Q.1 Write the short answers of any twenty five (25) from the following questions. (25* 2 = 50)

- i. What is the primary objective of the food service industry?
- ii. Explain the role of the marketing and sales division in a food service establishment.
- iii. What is the significance of menu design in the food service industry?
- iv. Describe the responsibilities of the security department in a lodging establishment.
- v. Why is financial planning crucial for the success of food service businesses?
- vi. What are the key functions of the human resource department in the food service industry?
- vii. How does the physical layout of a restaurant impact customer experience?
- viii. Define "FOH" and "BOH" in the context of food service.
- ix. What is meant by inventory management in the food service industry?
- x. Explain the term "front of house" and its importance in hospitality.
- xi. Describe the relationship between food safety and the food service industry.
- xii. What role does customer service play in the success of a restaurant?
- xiii. Why is cost control essential in food service management?
- xiv. How does a food service establishment attract and retain customers?
- xv. What is the primary focus of the accounting division in the food service industry?
- xvi. Define "facility layout" in the context of lodging establishments.
- xvii. What is the purpose of employee scheduling in a restaurant?
- xviii. Explain the concept of "business strategy" in the food service industry.
- xix. How can a food service business effectively manage its finances?
- xx. Describe the responsibilities of a food service manager.
- xxi. What is meant by "menu planning," and why is it important?
- xxii. How can a food service establishment ensure food quality and safety?
- xxiii. What are the key components of a successful marketing strategy for a restaurant?
- xxiv. Explain the term "guest satisfaction" and its importance in hospitality.
- xxv. How can a restaurant effectively handle customer complaints?
- xxvi. Describe the role of technology in modern food service operations.
- xxvii. What are the challenges faced by the food service industry in times of crisis, such as a pandemic?
- xxviii. How does pricing strategy affect customer choices in a restaurant?
- xxix. Explain the concept of "upselling" in the context of food service.
- xxx. What ethical considerations are important in the food service industry?
- xxxi. How can a food service business create a unique and memorable dining experience?
- xxxii. Describe the importance of employee training and development.
- xxxiii. What role does sustainability play in the food service industry?
- xxxiv. Explain the term "food presentation" and its impact on customer perception.
- xxxv. How can a restaurant effectively manage its online presence and reviews?
- xxxvi. Describe the significance of customer feedback in improving food service operations.
- xxxvii. What are some current trends and innovations in the food service industry?

SECTION -II

Note: attempt any three questions.

(10*3= 30)

- Q.2** Discuss the organizational structure of a food service establishment, highlighting the key departments and their roles.
- Q.3** Explain the steps involved in creating an effective marketing and sales strategy for a restaurant. How can such a strategy attract and retain customers?
- Q.4** Describe the financial management practices that are essential for the success of a food service business. How can businesses ensure financial sustainability?
- Q.5** Discuss the challenges and best practices associated with managing human resources in the food service industry, including recruitment, training, and employee satisfaction.
- Q.6** Explore the importance of food safety and quality control in food service establishments. How can businesses maintain high standards in these areas while minimizing risks?