

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY (BHMCT)
EXAMINATION : DECEMBER - 2022
SEVENTH SEMESTER

Subject : - Advanced F&B Service (BHM19B-026712)

Date: 06/12/2022

Total Marks: 30

Time: 10.00 am to 11.30 am

Instructions: 1) Attempt any 6 questions

- Q. 1.** Explain the 5 'P' of Marketing Mix. **(05)**
- Q. 2.** Write a short note on Processes & People. **(05)**
- Q. 3.** Write down the advantages & disadvantages of Partnerships. **(05)**
- Q. 4.** Write a short note on Site Selection **(05)**
- Q. 5.** Write a short note on operational planning. **(05)**
- Q. 6.** Define Customer Retention. Write down the customer retention strategies **(05)**
- Q. 7.** Explain the training process **(05)**
- Q. 8.** Explain the recruitment & selection. **(05)**
- Q. 9.** Write a short note on Physical evidence **(05)**
- Q. 10.** Write the essential qualities required for Trainer. **(05)**
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