

Victoria University of Bangladesh  
Mid-Team Test

Course Title : Food and Beverage Management

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## Ans to the Q. NO - 1

Commercial sectors of food

and Beverage operations are -

→ Restaurants

→ Hotels

→ Fast Food outlets

→ Industrial catering

→ Welfare catering

→ Transport catering

→ Outdoor catering

→ Retail store catering

→ Takeaways

→ Licensed Trade

Features:

Market oriented is a business

approach wherein the processes of

product development and creation are focused on satisfying the needs of consumers. Marketing orientation is the business approach that dictates all the processes within that organization.

Market orientation - found in hotels, restaurants, popular and fast-food sectors. All sectors need to employ a market oriented approach.

Some areas of hospitality cannot be defined as either cost or market oriented in that they display characteristics of both at different times.

## Ans to the Q. No - 2

### i. Clubs -

The food and beverage department is one of the most misunderstood and highly criticized areas of clubs. Food and beverage is often one of the most subsidized areas of a private club.

However, since food and beverage also receives revenue, Finance committees, Board Members and/or controllers often view it as a profit center, thereby making decisions about the department thinking it is a profit center to the club, when in fact, it is a service amenity.

often, intense focus is placed on the losses incurred in food and beverage, without balancing the view of those losses against happy, satisfied, dues paying members.

## ii. Subsidized or welfare catering

Subsidized or welfare food and beverage establishments may be defined as those operations in which the profitability of the catering facility is not the outlet's primary concern. This may be classified as:

① Institutional catering - Institutional catering establishments include schools,

universities, colleges, hospitals the services and prisons. In some of these establishments no charge is made to certain groups of customers to pay for the provisions of the food and Beverage services as they are completely subsidized by various Government funds.

(b) Industrial/Employee catering - This is the provision of the catering services mainly for employees in the public and private sectors.

The activity may be performed directly by the employer, or subcontracted out to contract caterers. In providing a catering service for the employees, the parent company may decide at an extreme to subsidize the facility.

## Ans to the Q. No - 3

### Food and Beverage Management -

Food and Beverage management is a segment of the hospitality industry that focuses on operations in restaurants, hotels, resorts, catering companies, hospitals, and more. It includes the business side of food, like ordering and inventory, managing budgets and planning and costing menus.

It also includes Human Resources functions like hiring, training, and managing both front of house and back of house staff.

on the customer side, these managers will focus on improving the guest experience with a focus on building loyalty and maintaining high service standards.

Food and Beverage (F&B) Management describes the sub-segments of the hospitality industry that are involved in the provision of food and drink away from home.

The job description of F&B manager-

Food and Beverage managers plan, organize, direct, control and evaluate the operations of restaurants, bars, cafeterias and other business



that operate serving food and beverage. Food and beverage managers may be employed by restaurants, bars, hotels and resorts etc.

Food and beverage managers still require great customer skills but apply management skills ensuring the labour and financial goals of the organization are maintained.

Food and Beverage Manager responsibilities include:

- Maintaining and managing food and beverage operations within budget and to the highest standards.
- Leading food and beverage by

attracting, recruiting, training and appraising talented personnel.

- Design exceptional menus, purchase goods and continuously make necessary improvements.
- Identify customers needs and respond proactively to all of their concerns.
- Provide a two way communication and nature an ownership environment with emphasis in motivation and teamwork.
- Establish targets, KPI'S, Schedules, policies and procedures.

## Ans to the Q. No - 4

These are factors originating outside the organization over which the management has no control, which determines food and beverage operations -

### a) political -

Government policies and regulations on food packaging, processing, food safety, disposable ~~sys~~ system, pollution control, labor laws, and so on. And always the tax laws are included.

for example - VAT, Service Tax, Luxury tax, and so on.

### b) Economical -

The increasing cost of raw

materials, labor, water, and energy. Changes in the disposable income of society, credit policies of the suppliers and the loan policies for starting the venture.

### c) Social -

Changes in the eating habit of people. Growth of ethnic minorities that demand particular cuisine or preparations. Changes in population distribution. Changes in the socio-economic grouping of the area.

### d) Technical -

Advancement in food processing technology. High-tech food production and service equipment and information technology.

## Ans to the Q. NO - 5

Several factors influence our meal choices, including the following:

### a) Culture

This will play a significant role in our meal choices as every culture has its customs, ingredients and foods.

### b) Education

This will influence our food choices, and the more education we have regarding the nutritional value of foods, the more likely it is that we will make informed choices when it comes to our meals.

### c) Religion

Religion is also one of the factors that influence meal choices. Some religions encourage abstinence from certain meats such as beef or pork. Today, religious restrictions can be navigated with greater ease.

### d) Family

Our family has an enormous influence on the foods we eat. As such, it's one of the most noteworthy factors that influence food choices.

### e) Peers

Our peers have a tremendous influence on our meal choice, too. From the moment we begin school,

our values and choices are shaped by those with whom we associate.

#### f) Physical stage of development

Though often overlooked or omitted, this factor that influences our meal choices is nonetheless important.

#### g) cost —

unfortunately, in many parts of the world where food is scarce it's impossible to have any choice at all when it comes to food.

#### h) Availability and access —

Speaking of access, the availability of food is another important factor that influences meal choices.