

القسم: الدراسات الفندقية

التاريخ: ٢٠١٤/٥/٢١

الفرقة: الثالثة

العام الجامعي: (٢٠١٣ - ٢٠١٤)

الزمن: ساعات

مادة: قوائم طعام

الفصل الدراسي: الثاني

Answer the following questions

Question 1:

(30 marks)

4. Mention the differences between:
 - a. Standardized Recipe and Cost Card.
 - b. AP and EP (Give examples).
5. State factors upon which an *item's selling price* would be listed on the menu?
6. It is important to evaluate the menu items in order to determine its success. Explain (in your own words) the four key categories of *Menu Engineering technique*; and mentioning the possible actions that might be taken with each category.

Question 2:

(30 marks)

1. It is very important that each category in the menu have variety within its listings. Explain the dimensions of variety. (10 marks)
2. What is meant by: (10 marks)
 - a. Clip-ons
 - b. Prime space
3. Discuss (briefly) different styles of menu covers. (10 marks)

.....*GoD LucK*.....

Dr. Hossam ... Dr. Jailan



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كلية السياحة والفنادق



جامعة الإسكندرية

٢٠١٤ - ٢٠١٥ امتحان الفصل الدراسي الثاني

المادة: ادارة المكاتب الامامية التاريخ: ٢٠١٥ - 6 - 1

الزمن: ساعتان الفرقة : الثالثة

1- Complete the following terminology table: (24)

(A)	(B)
1	a. Guests who make a room booking and do not arrive or cancel it
2	b. Requires the receptionist to start from the most expensive options, and then offer progressively cheaper ones
3	c. Guests who arrive without having made a reservation
4	d. Is the accepting of more reservations than there are rooms available
5	e. Specific room rate for group, agreed by hotel and group in advance
6	f. The process of having to book an expected arrival into another hotel because you are full
7	g. Reservation network system
8	h. Check-out service which allows guests to check out without having to queue at the cashier's desk



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9	i. The limit given to an establishment by the credit card company up to which a guest's bill may reach.
10	j. The standard rate for the room, with no meals, discounts or reductions.
11	k. For rooms with non-guaranteed reservations: If the guest does not show up before that time the rooms may be re-sold to another guest.
12	l. The act of recording the transactions onto the guest account

2- Illustrate the RESERVATION procedures in a diagram. (16)

3- (a) Explain what is meant by the terms:

"up-selling" and "overbooking".

(b) How can overbooking be handled? (20)

Best Wishes