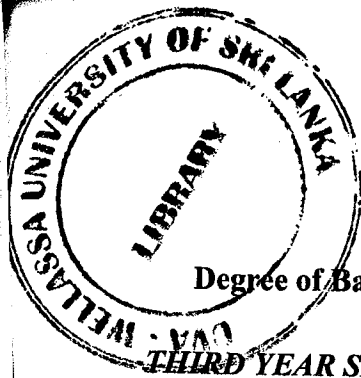




Uva Wellassa University
Faculty of Management



Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management

THIRD YEAR SECOND SEMESTER EXAMINATION – AUGUST / SEPTEMBER 2014

HTE 343-2 Events Catering and Banquet Management

Instructions to candidates:

No. of pages : Five (05)
No. of questions : Six (06)
Time allocation : Two (02) hours
Marks allocation : 100 marks

Answer any four (04) questions including question number one (01)

Question number 01 is compulsory.

- (01) Assume you are working in a higher educational institute. The institute is planning to organize a research conference absorbing 250 participants. According to the action plan of the institute you are the responsible person for organizing foods and beverages to the event. Already you have identified followings items for the event.

Need	No.
<u>Morning refreshments</u>	
1. Chinese vegetable roll	250
2. Piece of butter cake	250
3. Milk packet (High land)	250
<u>Lunch</u>	
1. Presenters	180
2. Invitees	40
3. Staff	30
<u>Deserts</u>	
1. Yogurt	250
<u>Evening refreshments</u>	
1. Vegetable pastry	250
2. Banana	250
3. Milk packet (High Land)	250
	800
<u>Water for the event</u>	
1. Water bottle (400ml)	

Three menus for lunch considering three categories of participants were set. Lunch packets for all should be received and service should be done by the selected hotel. According to the sent quotation from your organization to three hotels situated in the area, following bids have received.

Amaya restaurant and bakers
St. Anthony road
Nugegoda

Need	No.	Unit price (Rs.)
<u>Morning refreshments</u>		
1. Chinese vegetable roll	250	35
2. Piece of butter cake	250	30
3. Milk packet (High land)	250	50
<u>Lunch</u>		
1. Presenters	180	350
2. Invitees	40	450
3. Staff	30	300
<u>Deserts</u>		
1. Yogurt	250	40
<u>Evening refreshments</u>		
1. Vegetable pastry	250	30
2. Banana	250	35
3. Milk packet (High Land)	250	50
<u>Water for the event</u>		
1. Water bottle (400ml)	800	60

Note : 10% is to be considered as service charge for all items.

Keema Suthra
High Level road
Nugegoda

Need	No.	Unit price (Rs.)
<u>Morning refreshments</u>		
1. Chinese vegetable roll	250	40
2. Piece of butter cake	250	55
3. Milk packet (High land)	250	50
<u>Lunch</u>		
1. Presenters	180	400
2. Invitees	40	550
3. Staff	30	350
<u>Deserts</u>		
1. Yogurt	250	60
<u>Evening refreshments</u>		
1. Vegetable pastry	250	35
2. Banana	250	40
3. Milk packet (High Land)	250	65

<u>Water for the event</u>		
1. Water bottle (400ml)	800	65

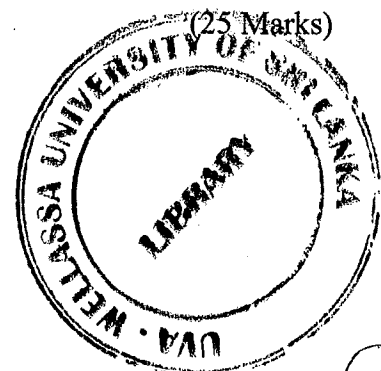
Perera and Sons'
High level road
Nugegoda

Need	No.	Unit price (Rs.)
<u>Morning refreshments</u>		
1. Chinese vegetable roll	250	30
2. Piece of butter cake	250	35
3. Milk packet (Highland)	250	50
<u>Lunch</u>		
4. Presenters	180	320
5. Invitees	40	400
6. Staff	30	275
<u>Deserts</u>		
2. Yogurt	250	35
<u>Evening refreshments</u>		
7. Vegetable pastry	250	30
8. Banana	250	35
9. Milk packet (High Land)	250	45
<u>Water for the event</u>		
1. Water bottle (400ml)	800	60

- a) You are required to prepare a price schedule for above bids. (09 Marks)
- b) Evaluate the prices on price schedule and select the hotel that you are supposing to take the service for the event. (10 Marks)
- c) Briefly explain three (03) factors to be taken into account when take the decision on Question (B).

(06 Marks)

(25 Marks)



- (02) a) What is meant by event catering? (03 Marks)
- b) Briefly explain forms of event. (08 Marks)
- c) Explain three (03) goals of event tourism. (06 Marks)
- d) Differentiate private event segment and business event segment. (08 Marks)
- (25 Marks)
- (03) a) Define "banqueting". (03 Marks)
- b) Explain three (03) types of banquet services. (06 Marks)
- c) Design an appropriate hierarchy for a banquet department of a hotel which has several banquet areas. (08 Marks)
- d) "As regards a banquet function, instructions must be communicated to the staff well in advance." Do you agree with the above statement? Briefly explain. (08 Marks)
- (25 Marks)
- (04) a) Briefly explain the event sponsorship. (03 Marks)
- b) Explain four (04) factors that influence to the importance of sponsorship. (08 Marks)
- c) Define the following concepts with one example for each. (02 Marks)
- i. Exclusive sponsor (02 Marks)
- ii. In kind sponsor (02 Marks)
- iii. Media sponsor (02 Marks)
- d) Describe four (04) approaches for potential sponsors. (08 Marks)
- (25 Marks)

(05) a) "Management techniques, plans and actions are necessary to prevent a loss from occurring in an event." Justify the above statement.

(07 Marks)

b) Briefly explain following types of risk associated with an event.

i. White elephant risk

(03 Marks)

ii. Hangover risk

(03 Marks)

iii. Infrastructure risk

(03 Marks)

iv. Minority and majority exclusion risk

(03 Marks)

c) Describe three (03) risk factors that influence to an event.

(06 Marks)

(25 marks)

(06) a) Design an appropriate risk management planning process for an event.

(06 Marks)

b) Briefly explain five (05) strategies to manage the risk.

(10 Marks)

c) Below concepts are main management sectors which address the requirements of general risk management of an event. Briefly explain them.

i. Public relations and marketing

(03 Marks)

ii. Crowd management

(03 Marks)

iii. Parking and transport

(03 Marks)

(25 Marks)

