

**Uva Wellassa University**

**Faculty of Management**

**Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and**

**Events Management**

***THIRD YEAR SECOND SEMESTER EXAMINATION – DECEMBER/ JANUARY 2017***

**HTE 343-2 Events Catering and Banquet Management**

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## Section B

Carefully read the following case and answer the question number one (01).

### Incentive Gala Banquet

Amway wanted a one-of-a-kind off site incentive programme to be the pinnacle of its two-day Auckland conference for 600 members. Guests left Auckland in the early morning by coach for a pared down version of 'The Middle-earth Trilogy' package. From about 5 p.m. the coaches would then roll for a special tour, dinner and entertainment.

Once at Hobbiton Movie Set (selected venue), the groups were met by guides who escorted the guests on their coaches through the farmland to the set. Guests were immediately immersed in the experience, with themed riders on horseback chasing the coaches. After an hour tour of the set, guests met outside. The Green Dragon Inn, where they were serenaded by a folk duo on flute and guitar, with six costumed characters dressed in medieval theme available for photo opportunities. They were then ushered in for drinks before heading to the medieval-themed marquee for a buffet banquet. The pre-selected menu had been altered to include a blend of Western and Asian dishes including vegetarian options to suit the group. Following dinner there were a number of Amway speeches, followed by a Middle-earth-themed quiz with prizes. The character guides then took the group back through the set with hand-held lanterns to see the lights and chimneys of Hobbiton burning by night, before the coaches departed around 10 p.m.

#### Question 01.

I). Considering given case study, prepare an appropriate Banquet Planning Timeline Checklist that can be helpful for the organizers at the planning process of "Incentive Gala Banquet".

(08 Marks)

II). Discuss the possible challenges and limitations for the organizers in the "Incentive Gala Banquet".

(10 Marks)

III). Organizing team of "Incentive Gala Banquet" comes to you for advices regarding the risk management of the event in order to ensure the safety and security of the delegates. You are requested to prepare an appropriate risk management plan to overcome potential risks of the "Incentive Gala Banquet".

(12 Marks)

**(Total Marks 30)**

**02. Finding a venue for the banquet is the first stage of planning and many factors affect this decision that will have the largest impact.**

**I. Briefly explain key factors to be considered at the selection of a suitable venue for a banquet.**

(05 Marks)

**II. Discuss different banquet set-ups that can be used according to the requirement of the host. (Your answer should be elaborated with appropriate examples.)**

(15 Marks)

**(Total Marks 20)**

**03.**

**I. What is a Banquet Event Order (BEO) or Function Sheet in Banquet?**

(03 Marks)

**II. Explain the procedure that you have to follow when there is a change to be on the function sheet?**

(02 Marks)

**III. Briefly explain the content of a BEO.**

(05 Marks)

**IV. Assume that you are a manager of a catering and Banquet department of a five star hotel. Prepare a sample BEO/ Function sheet for "31<sup>st</sup> EVE"- an overnight banquet to be held on 31<sup>st</sup> December, 2016.**

(10 Marks)

**(Total Marks 20)**

**04. A Banquet Manager is responsible to meet and exceed guest and company expectations, ensure quality of product and service provided at all times.**

Discuss the role of a Banquet manager in terms of operation, customer service, environmental, health and safety, and quality improvement in the contemporary business environment.

**(Total marks 20)**

