THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT

(DHM J08)

FOOD AND BEVERAGE SERVICE AND SALES THEORY

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2   HOURS

INSTRUCTIONS TO CANDIDATES

- This paper consists of **TWO** sections **A** and **B**.

- Section A is compulsory. Answer **ALL** questions in Section **A**

- Answer any **TWO** questions from Section **B**. All questions carry equal marks

- Mobile phones are not allowed in the exam room

SECTION A (30 marks)
Answer **ALL** questions.

Q.1 (a) Explain the meaning of the following terms:

    (i)   Function catering   (2 marks)

    (ii)   Colour scheme   (2 marks)

    (iii)   Mise-en-scene   (2 marks)

(b) Identify the activities carried out under each of the following sessions.

    (i)   Preparation before service.   (5 marks)

    (ii)   Preparation during service.   (5 marks)

    (iii)   Preparation after service   (4 marks)

(c) A waiter is a marketing tool. Explain this statement.   (8 marks)

SECTION B
(Answer any **TWO** questions from this Section)

Q.2 (a) State **FIVE** problems that a caterer/banqueting manager is likely to encounter during off premise catering.   (5 marks)

(b) Explain the factors to consider when planning a menu for a particular function.   (15 marks)

Q.3 (a) State any **FOUR** tools used in selling food and beverage orders.   (2 marks)

(b) Explain the responsibilities of the permanently employed function staff in a large establishment.   (18 marks)

Q.4 (a) List **FOUR** types of floral arrangement.   (2 marks)

(b) Describe any **SIX** social skills that the food and beverage service staff are expected to practice during and after service.   (18 marks)

Q.5 (a) List **FIVE** examples of each of the following types of functions.

    (i)   Social   (5 marks)

    (ii)   Conferences   (5 marks)

    (iii)   Public relations   (5 marks)

(b) If a customer's appearance is not satisfactory, he/she may be asked to leave the service area and a report is made and signed by those concerned. Identify the basic information that must be found in the report.   (5 marks)