



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Sciences
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF TECHNOLOGY IN HOTEL & HOSPITALITY MANAGEMENT

BHH 4303: FOOD AND BEVERAGE MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

Before customers set out to a catering facility for a meal, they may have already decided on the type of meal they want or feel would be most suitable for that particular occasion.

- a) Explain **FIVE** factors that affect a customer's choice of a meal experience. **(10 marks)**
- b) Describe **FIVE** components of a meal experience which are of importance to a catering facility. **(15 marks)**
- c) Highlight the responsibilities of food and beverage management. **(5 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

In order to deliver the food produced in the kitchen to the customer some form of food service is required. Discuss any **FIVE** styles of food service. **(20 marks)**

QUESTION 3

Purchasing of food and beverages should be managed efficiently to avoid problems which could lead to unsatisfactory levels of both cost and profit for a catering facility.

- a) Describe the **FIVE** steps of the purchasing procedure. **(10 marks)**
- b) Highlight the information important to consider in selection of a supplier. **(5 marks)**
- c) Briefly explain any **TWO** methods of food purchasing. **(5 marks)**

QUESTION 4

Advertising is concerned with contacting and information a market of an operation's product. Explain how a food and beverage manager can utilize advertising and other promotional tools to boost sales in a catering facility. **(20 marks)**

QUESTION 5

Once beverages are received they must be removed immediately to the cellar and a tight level of control maintained at all times. Discuss how as a manger you will achieve this. **(20 marks)**