



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM M14)

BHC 2204: FOOD AND BEVERAGE SERVICE AND SALES THEORY

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) The Red Cross have contracted Intercontinental hotel to cater for 7500 participants attending their conference on Ebola awareness. Identify the most appropriate method for catering to this group explaining your choice and its limitations. **(20 marks)**
- b) Vinification is an important process in beverage making. Identify and explain key stages in making wine as an alcoholic drink/beverage. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Guests in your restaurant have asked the restaurant manager to organize for a more lively, active and sophisticated device other than the usual service method. Discuss an appropriate choice that will satisfy these guests. **(20 marks)**

QUESTION 3

- a) Discuss how possible it is for food and beverage department to offer hot/cold non alcoholic beverage with confectioneries throughout the day (24 hrs) without closure. **(10 marks)**
- b) “All champagne are sparkling wines, but not all sparkling wines are champagne”. Explain this statement. **(5 marks)**
- c) Explain why automatic vending have gained popularity in big catering institutions. **(5 marks)**

QUESTION 4

With examples discuss distilled beverages that are dispensed from bars. **(20 marks)**

QUESTION 5

You have been appointed the bouquetting Manager and assigned to plan for the scheduled wedding of the County Governor. Discuss the staffing requirements and the important basis notes to consider. **(20 marks)**