



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR THE DIPLOMA IN:

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT

(DHIMS14/M14)

BMK 2330: HOSPITALITY MARKETING

END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **Choose** instruction.

Do not write on the question paper.

SECTION A (Answer ALL the questions)

30 POINTS

1. (a) Describe THREE elements of cost found in catering establishments (6 marks)
- (b) Explain FOUR general considerations for service staff for events catering (8 marks)
- (c) Highlight any FOUR types of wine and drink lists used in 1st class restaurants (8 marks)
- (d) Explain performance measures in food and beverage service under the following:
 - (i) Seat turnover
 - (ii) Average spending power
 - (iii) Sales mix
 - (iv) Sales per square metre. (8 marks)

Section B

2. (a) Describe FIVE classification of wine served in food and beverage service areas in

- a five-star hotel . (10 marks)
- (b) Highlight FIVE factors to consider when selecting type of service method to be used in an event catering (10 marks)
3. (a) Licensed premises must, in order to sell alcoholic beverages, obtain a justice license. Describe FIVE reasons why a magistrate can revoke or refuse to grant a license. (10 marks)
- (b) Describe FIVE advantages of trends in food and beverage service of a five-star hotel. (10 marks)
4. (a) Explain FIVE advantages of well produced training programmes for food and beverage personnel. (10 marks)
- (b) Write short notes on the following alcoholic beverages
- (i) Whisky
 - (ii) Rum
 - (iii) Gin
 - (iv) Liqueurs
 - (v) Beer (10 marks)
5. (a) Explain FIVE factors that contribute to the meal experience (10 marks)
- (b) Giving examples, describe THREE types of sales promotion useful for food and beverage operation. (10 marks)