



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Humanities and Social Studies*

**DEPARTMENT OF HOSPITALITY & TOURISM**

**DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT (DHIM M15)**

**END OF SEMESTER EXAMINATIONS**

**BHC 2204 FOOD & BEVERAGE SERVICE & SALES THEORY II**

**MAY 2016**

**TIME 2 HOURS**

## **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A** and **B**.
- Section **A** is Compulsory. Answer **ALL** questions.
- Answer any **TWO** questions in Section **B**.

## Section A

1. (a) Describe THREE elements of cost found in catering establishment (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 1<sup>st</sup> class restaurants (8 marks)
- (d) Explain performance measures in food and beverage service are 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
  - (i) Whisky
  - (ii) Rum
  - (iii) Gin
  - (iv) Liguers
  - (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)