



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT
(BTHMS14)

BHH: 4303:FOOD AND BEVERAGE MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME:2HOURS

DATE:Pick Date**DECEMBER 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 question ONE (Compusory) and any other TWO questions

Do not write on the question paper.

Mobile phones are not allowed inside the examination room

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

Meeting operational or administrative goals may require hospitality staff to be trained. Explain how staff training needs will be identified by the food and beverage manager. 5mks

b) Explain the reasons of fair dismissal of a waiter/ess in a catering establishment 5mks

c) Differentiate between fine dining and casual dining 4mks

d) Discuss Five importance of quality in food and beverage operations 10mks

e) Describe Three types of menus used in food and beverage service outlets 6mks

SECTION B (Answer only TWO questions)

QUESTION TWO

The Merchandising of catering operations products involves the point of sale promotion of the facilities using non - personal media. Explain five major types of merchandising that maybe employed by food and beverage manager to increase sale of food and beverages. 12mks

b) Discuss the ethics of tipping practices 8mks

QUESTION THREE

A high staff turnover can have a detrimental effect on any business. Discuss the causes of high staff turnover in hospitality industry. 10mks

b) Explain Five duties of food and beverage manager 10mks

QUESTION FOUR

a) The matrix of food and beverage product consists of a combination of tangible and intangible elements. Discuss 16mks

b) Explain Four advantages of buffet style of service 4mks

QUESTION FIVE

Explain FIVE constraints to food and beverage management that affects hotel business 20mks