



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT(DCAM S23)

UNIT CODE BHC 2204 : UNIT NAME: FOOD AND BEVERAGE SERVICE

THEORY 11

SUP/SPEC EXAMINATION

SERIES: JULY 2025

TIME:2HOURS

DATE:Pick DateJul2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Explain the following terms;
 - i) Staff training. (2mks)
 - ii) Customer relations (2mks)
 - iii) Spirits (2mks)
 - iv) Job analysis (2mks)
 - v) Squash (2mks)
- b) Explain four (4) habits to avoid when interacting with a customer. (4mks)
- c) Highlight five (5) post service tasks performed by a service personnel. (5mks)
- d) Give five (5) service tools used in food and beverage service. (5mks)
- e) Discuss three (3) ways of enhancing the dining atmosphere (mood) for customers. (6mks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Explain the term sales promotion. (2mks)
- b) Discuss four (4) benefits of a good advertisement in promoting sales in a catering establishment. (8mks)
- c) State ten (10) advertising tools used by the food and beverage service industry to promote sales. (10mks)

QUESTION THREE

- a) Give five (5) qualities of a good cup of tea. (5mks)
- b) Explain five (5) points to consider when making tea. (5mks)
- c) Discuss any four (4) styles of tea served in a restaurant. (10mks)

QUESTION FOUR

- a) Explain the two main types of functions, giving three (3) examples in each case. (8mks)
- b) Explain four (4) types of buffets that can be provided in a Wedding Breakfast. (8mks)
- c) Highlight four (4) points to note when laying banqueting cloths. (4mks)

QUESTION FIVE

- a) State the difference between tobacco and cigar. (4mks)
- b) Explain two (2) conditions necessary for storage of tobacco. (4mks)
- c) Name any four (4) examples of cigarettes. (4mks)
- d) Outline the procedure for 'offering a light' to a customer when serving a cigar in a bar. (8mks)