



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

**UNIVERSITY EXAMINATION FOR THE:
DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT
DCAM S23**

UNIT CODE: HHC 2208 FOOD AND BEVERAGE MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME:2HOURS

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, Examination paper and student ID

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

Do not write on the question paper

SECTION A (COMPULSORY) 30 MARKS. Answer all the questions.

- a) Discuss five (5) functions of a food and beverage manager. **(10 marks)**
- b) Explain five (5) external constraints that a food and beverage manager might encounter in the process of discharging his duties. **(10marks)**
- c)With the aid of a diagram classify food and beverage operations. **(10marks)**

SECTION B (40 MARKS) Answer only TWO questions from this section.

QUESTION TWO

- a) Explain the term “Meal experience” (4 marks)
- b) Discuss five (5) factors affecting a customer choice of meal experience. (10 marks)
- c) Explain (6) six steps you would take in decision making (6marks)

QUESTION THREE

- a) Explain five (5) different menus that you expect to find in a good food and beverage establishment. (10marks)
- b) i) Define the term “merchandise” (2marks)
ii) Discuss four (4) methods that can be used to merchandise menus. (8marks)

QUESTION FOUR

- a) Discuss five (5) qualification requirements you would look for when looking for a good Food and Beverage manager to employ. (10marks)
- b) Discuss five (5) Ethical issues that a Food and beverage manager needs to observe. (10marks)

QUESTION FIVE

- a) Explain five (5) leadership styles a food and beverage manager can use to manage his/her establishment. (10marks)
- b) (i) Explain what you understand by the term quality in Food & Beverage. (4marks)
(ii) Discuss the reasons why a manager might not be able to offer quality in Food & Beverage (6marks)