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**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 M23**

UNIT CODE: HHC 2208 FOOD AND BEVERAGE MANAGEMENT

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2024**

**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**

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

**QUESTION ONE**

a) Briefly explain the following

i) Full service restaurant (2marks)

ii) Private Club (2marks)

iii) Function catering (2marks)

iv) Fast food (2marks)

b) Discuss ten (10) points on the responsibilities of a food and beverage manager. (10marks)

c) Explain six (6) external constraints that a food and beverage manager might encounter in the process of discharging their duties. **(12marks)**

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

**QUESTION TWO**

- a) Discuss five (5) factors affecting a customer's choice of meal experience. **(10marks)**
- b) Discuss five (5) different styles of service commonly found in Restaurants. **(10marks)**

**QUESTION THREE**

- a) Explain five (5) different menus that you expect to find in a good food and beverage establishment. **(10marks)**
- b) Explain what is meant by quality in food and beverage operations and why it is important. **(10marks)**

**QUESTION FOUR**

- a) Discuss ten (10) qualification requirements you would look for when looking for a food and beverage manager to employ. **(10marks)**
- b) Discuss challenges that managers face in delivering quality to their customers. **(10marks)**

**QUESTION FIVE**

- a) Explain (5) key skills that an upcoming manager will need to apply in order to manage an establishment effectively. **(10marks)**
- b) i) Define the term "merchandise" **(2marks)**  
ii) Discuss four (4) methods that can be used to merchandise menus. **(8marks)**