



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: MARCH 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.

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)**