



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT/BACHELOR OF SCIENCE IN TOURISM MGT
BTHM S24/BTSM S24
HHH 4101: INTRODUCTION TO HOSPITALITY/HOSPITALITY
OPERATIONS

UNIT NAME: FOOD AND BEVERAGE MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2HOURS

DATE: Pick Date Dec2024

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 tquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION 1

1 (a) Define the following terms;

- (i) Hospitality
- (ii) M. I. C. E
- (iii) Service Marketing
- (iv) Concept

(8 Marks)

(b) Explain **Three** (3) importance of marketing a service.

(6 Marks)

(c) Distinguish between the following terms; giving **Two** examples in each;

(i) Restricted Market.

(ii) General Market.

(6 Marks)

(d) Describe **Five** (5) types of Establishments in Hospitality and Tourism.

(10 Marks)

SECTION B (Answer only TWO questions)

QUESTION 2

(a) Describe **Five** (5) characteristics of Service in Hospitality and Tourism.

(10 Marks)

(b) Explain **Five** (5) factors considered while planning menu in Hospital Tourism.

(10 Marks)

QUESTION 3

(a) Explain **Five** (5) advantages of group Hotels in hospitality and Tourism industry.

(10 marks)

(b) Describe **Five** (5) types of Food and Beverage service methods in Hospitality and Tourism.

(10 marks)

QUESTION 4

(a) Highlight any **Five** (5) main functions of Security Department in Housekeeping in Hospitality and Tourism.

(10 Marks)

(b) Explain **Five** (5) principles of Hospitality and Tourism.

(10 marks)

QUESTION 5

(a) Explain **Five** (5) determinants of different room charges in hospitality and tourism.

(10 Marks)

(b) Briefly describe any **Five** (5) sections of kitchen in Hospitality and Tourism.

(10 Marks)

