



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR :
CERTIFICATE IN CATERING AND ACCOMMODATION MANAGEMENT
(CCAM S24)

UNIT CODE: BHC1101 UNIT NAME: FOOD AND BEVERAGE SERVICE
AND SALES THEORY 1

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

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 all the questions in section A and any two questions from section B. *Choose instruction.*

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

1 a) Define the following: -

i) Restaurant

ii) Beverages

iii) Service

(6 Marks)

b) Explain the following market sectors

i) Captive

ii) Restricted

- iii) Semi captive (9 Marks)
- c) Describe five importance of organizational structure in the hospitality industry. (10 Marks)
- d) List five factors to consider when purchasing tableware. (5 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Explain five factors which determine the number of staff required for any catering establishment (10 Marks)
- b) Explain five desirable qualities of a good waiter. (10 Marks)

QUESTION THREE

- a) Describe three needs the customer might be seeking to satisfy when they visit a Hotel. (6 Marks)
- b) Describe seven factors that affects the meal experience on the Hospitality Industry. (14 Marks)

QUESTION FOUR

- a) Describe five importance of hygiene in food and beverage service areas. (10 Marks)
- b) Outline ten practices of clean habits in the restaurant that contribute to a satisfactory standard of hygiene. (10 marks)

QUESTION FIVE

- a) Define safety. (2 Marks)
- b) Explain four causes of accidents in food and beverage service areas. (8 Marks)
- c) Identify five safety measures to be observed in food and beverage service areas. (10 Marks)