



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT

(DHIM J13)

BHC 2204: FOOD AND BEVERAGE SERVICE & SALES THEORY II

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) State five (5) pre-service and five (5) post service tasks respectively. (10marks)
- b) Explain five (5) factors to consider when choosing a table plan. (10marks)
- c) Explain five (5) factors to consider when choosing a table plan. (10marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) Discuss five (5) areas that a supervisor should look into within the service area. (10marks)
- b) Explain five (5) emerging trends in food & beverage service industry. (10marks)

QUESTION 3

- a) Explain the term tobacco. (2marks)
- b) Explain four uses of tobacco. (8marks)
- c) Outline the procedure for offering a match or ‘a light’ when serving tobacco to a guest. (10marks)

QUESTION 4

- a) Discuss merchandising as a sales promotion tool by giving its two. Roles. (5marks)
- b) List five (5) merchandising tools. (5marks)
- c) Discuss five (5) points to consider before displaying food item in a catering outlet. (10marks)

QUESTION 5

Explain the steps you would take when the following accidents occur during service.

- a) Spillages (10marks)
- b) Returned food (10marks)