



**MURANG'A UNIVERSITY COLLEGE**

A Constituent college of Jomo Kenyatta University of Agriculture and Technology

**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

**UNIT: FOOD AND BEVERAGE MANAGEMENT**

**END OF SEMESTER EXAMINATION**

**UNIT CODE: DHM 1221**

**TIME: 2 HOURS**

**DATE: 20<sup>TH</sup> AUGUST 2015**

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**INSTRUCTIONS**

1. Read the questions carefully.
2. Section A is **COMPULSORY**.
3. Answer **TWO** questions in section B.

## **SECTION A (30mks)**

### **Question one is compulsory**

1a. State six factors which are considered by people who choose to consume food and drink away from home (6mks)

b. Explain the meaning of the following terms

i. merchandising

ii. Banquet

iii. Function catering

c. Discuss any three visual selling techniques which may be used in a restaurant. (9mks)

d. Describe each of the following food production methods and their application in the catering industry. (12mks)

i. boil- in- the- bag

ii. Sous vide

iii. Batch cooking

## **SECTION B (40MKS)**

Answer two questions in this section

2a. Discuss cook-chill food production method and its application in the catering industry. (8mks)

b. Highlight eight responsibilities of banquet manager. (8mks)

c. Outline four limitations of employment interview. (4mks)

3a. Describe each of the following food service methods and give four examples in each case

i. self- service (8mks)

ii. Waiter service (8mks)

b. Outline four functions of advertising. (4mks)

4a. Discuss the following catering function and give three examples of each. (10mks)

(i) Formal function

(ii) Informal function

b. Explain the following terms (10mks)

(I) wave catering service

(ii) Performance appraisal

5a. Discuss food technology in food preservation and its impact to the hospitality industry. (20mks)