



SCHOOL OF HOSPITALITY AND TOURISM

HOSPITALITY DEPARTMENT

DHM 1221

FOOD AND BEVERAGE MANAGEMENT

JANUARY-APRIL 2015

DIPLOMA IN HOSPITALITY MANAGEMENT

DATE: 23RD APRIL 2015

TIME: 2HOURS

INSTRUCTIONS:

1. This paper consists of two sections A and B.
2. Section A is compulsory.
3. Answer any two questions from section B.

SECTION A (30 MARKS)

Answer all questions in this section

- Q1a) Outline six factors which may affect a guest choice of food in a restaurant (6marks)
- b) Discuss three functions of advertising in a catering operation (12marks)
- c) Explain the abilities of a food and beverage manager to develop and maintain good customer relations (4marks)
- d) Explain four challenges which may be experienced by off premises function staff when food is cooked at the business premises (8marks]

SECTION B (40MARKS)

Answer any Two questions from this section

Q2a) With the aid of a flow-chart illustrate the conventional food production method (10marks)

b) Discuss each of the following food production system and their application to food service

i. Cook-freeze (5marks)

ii. Cook-chill (5marks)

Q3a) Explain two advantages and two disadvantages of using cyclic menus in a catering

establishment (8marks)

Q4a) Discuss each of the following types of merchandising techniques, highlighting suitability to particular catering operations

i. Floor stands (4marks)

ii. Tent cards (4marks)

iii. Children's menus (4marks)

b) Describe four types of information contained in function sales packages (8marks)

Q5a) Explain four advantages of developing and using standard yield in a catering establishment

(8marks)

b) Explain three ways which may be used by a food and beverage manager to control wastage in

each of the following cases

i. Labour (6marks)

ii. Material (6marks)