



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF BACHELOR OF SCIENCE IN
ECOTOURISM, HOTEL & INSTITUTION MANAGEMENT
WITH INFORMATION TECHNOLOGY
(CITY CAMPUS - EVENING)

SEH 301: QUANTITY FOOD AND BEVERAGE PRODUCTION & SERVICE

Date: 16th July, 2013

Time: 5.30 – 7.30 p.m.

INSTRUCTIONS:

1. This question paper has two Sections, A and B.
2. Answer ALL questions from Section A in the spaces provided.
3. Answer ONLY ONE question from Section B in the answer booklet provided.

SECTION A: (30 MARKS)

Answer ALL questions in the spaces provided on this question paper.

Q 1a) Describe the financial considerations in function catering.

(6marks)

b) Pricing of function menus should be done after considering certain factors. Describe these factors by giving relevant examples.

(6marks)

Q2 a) Highlight any five challenges that a hospitality manager has to deal with when planning a food and beverage facility.

(5marks)

b) Describe any four planning objectives of a food and beverage facility.

(4marks)

Q. 3. The design and layout of a kitchen are important areas to be considered when planning a kitchen. Describe any four factors to be considered during planning.

(6marks)

Q 4 Describe three factors which have contributed to the current status of quantity food and beverage production and service.

(3marks)

SECTION B (20 MARKS)

Answer question six and any other question from this section in the answer booklet provided.

Q 6 a) Discuss the main reasons for the introduction of technological food systems in a modern mass catering unit. (4marks)

b) Highlight any four reasons for centralizing food and beverage production systems. (4marks)

c) Discuss the above systems under the following sub-headings:

i) Safety

ii) Hygiene

(4marks)

Q7 a) You are the executive chef of an up-coming restaurant in town and due to current demand for your products, you have decided to adjust your portion sizes upwards. Discuss how this can be done through factor method (6marks)

b) Describe the advantages of recipe costing (2marks)

Q.8 a) Define the term "Events" (2marks)

b) Identify the main characteristics of events and state their effect in planning .

(4marks)

b) Highlight any four objectives of the above process.

(2marks)