

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2014/2015

**YEAR IV SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN FOOD SERVICE AND HOSPITALITY MANAGEMENT**

**AFM 2306: FOOD AND NUTRITION SERVICES MANAGEMENT**

**DATE: APRIL 2014 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO**

**QUESTIONS IN SECTION B.**

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**SECTION A: (30 MARKS]**

Q1. a) List down five criteria which may be used to determine nutritional quality of food required by different food services establishments according to the needs of a particular customers. (5 marks)

b) Outline any five main responsibilities and objectives of

the food and beverage department in a hotel. (5 marks)

Q2. a) Define “Quality” and list down four development approaches to quality management. (5 marks)

b) Explain using a figure the matching process of marketing.(5 marks)

Q3. a) Outline any five duties of purchasing manager. (5 marks)

b) What are the main objectives of food cost control in a hotel.(5 marks)

**SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS]**

Q4. Discuss the constraints/challenges which can be experienced in food and beverage management in the catering and hospitability industry.(20 marks)

Q5. Outline the ‘meal/drink’ experience which affect a customer’s choice of products and services in a hotel. (20 marks)

Q6. Discuss human resource management in hospitality industry in respect to recruitment, selection and industry processes. (20 marks)