

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

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR 4 SEMESTER 1 EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN HOSPITALITY**

**AFM 2306: FOOD AND NUTRITION SERVICES**

**DATE: APRIL 2019 TIME: 2 HOURS**

**SECTION A: Answer all Questions – 30 Marks**

1a) Briefly explain the four stages/series of the product life cycle (PLC) from a product’s launch on to the market until it is withdrawn (5 marks)

b) Describe the five basic menu criteria which are considered to ensure that a menu is to be an effective sales tool (5 marks)

2a) Define a ‘budget’ and differentiate between capital budgets and operating budgets in the Hotel industry (5 marks)

b) Name and explain the four basic stages in food and beverage production control

(5 marks)

3a) Name and explain three types of financial decisions made in Hotel and catering industry (5 marks)

b) List down Non-financial incentives or employee welfare measures which are termed as hygiene factors which are part of employee facilities and benefits (5 marks)

**SECTION B: Any 2 (40 Marks)**

4) Discuss the rating system used to evaluate supplier performance in a hotel organization (20 marks)

5) Outline the main food and beverage production methods currently in use in catering and hospitality industry (20 marks)

6) Discuss the future trends in catering and hospitality industry through the twenties in terms of spaces, equipment, food production and service, financial management, personnel management, hygiene sanitation and safety (20 marks)