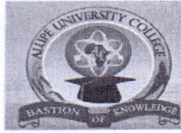


BHM 217



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... Bastion of Knowledge ...

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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 217

COURSE TITLE: FOOD AND BEVERAGE MANAGEMENT

DATE: 27/10/2020

TIME: 3HOURS

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 2 PRINTED PAGES
- PLEASE TURN OVER

REGULAR EXAM
BHM 217: FOOD AND BEVERAGE SERVICE

STREAM: SBE (HOSP)

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

i) Answer question **ONE** and any other **TWO** questions

ii) Do not write on the question paper

QUESTION ONE

Success of all types of service is determined by the detailed preparation that goes in to setting up service areas prior to the service commencing. It is this success of the preparation duties that helps staff to provide efficient service and to create ambience and atmosphere required that is attractive and pleasant for the customers.

- a) Which term is oftenly used in the restaurant for these pre-preparation tasks before service?
(1 Mark)
- b) Highlight **FIVE** tasks in a) above. (5 Marks)
- c) State any **SIX** napkin folds used as in a) above. (6 Marks)
- d) State **THREE** reasons why simple folds in c) above are better than the more complex ones.
(3 Marks)
- e) The word cover is used oftenly in the Food and Beverage section to denote _____ and _____. (2 Marks)
- f) Highlight the **TWO** basic service considerations when deciding on laying of covers.
(2 Marks)
- g) Give a detailed order of laying covers for each of the service considerations in f) above.
(8 Marks).
- h) What is *crumbing down*? (1 Mark)
- i) State the items of equipment used to crumb down. (2 Marks)

QUESTION TWO

Esther is a determined prospective hospitality management student. She approaches you over hospitality related professional advice on specific professional topics in the industry. As a seasoned hospitality practitioner, vividly explain to Esther;

- a) **TEN** important points for one to qualify for the food and beverage service staff position.
(10 Marks)
- b) **TEN** attributes for food and beverage staff. (10 Marks)

QUESTION THREE

- a) In the Food and Beverage service section, revenue control is such an important function that must be emphasized by the management of any hotel. Discuss the main objectives on this key managerial function in food and beverage operations. (10 Marks)
- b) In any foodservice establishment, sales promotion is important especially in consideration of the currently ever-increasing competition among the various hotel brands. Discuss the **FOUR** types of sales promotion that are particularly useful for foodservice operations. (10 Marks)

QUESTION FOUR

- a) Mr. Wamocho, the Food and Beverage Manager of Sarova Whitesands Mombasa has been invited to give a talk to the second year hospitality and restaurant management students of Alupe University College on the basic technical skills in food and beverage service. Give a detailed discussion on what Wamocho will cover during his professional talk on;
- i. Carrying plates (3 Marks)
 - ii. Using a service salver (7 Marks)
- b) Interpersonal skills in the food and beverage operations is so important never to be assumed by hospitality's restaurant food and beverage practitioners, discuss. (10 Marks)

QUESTION FIVE

Mr. Charo is the group Food and Beverage Manager of Serena Hotels Kenya. During one of the sessions on food and beverage operations training, Mr. Charo identified fifteen separate service methods on the basis of the delivery system or service sequence approach. This was on the foundation of five basic customer processes. Give a detailed summary of these **FIVE** basic customer processes with separate service methods for each that Mr. Charo discussed to his staff. (20 Marks)