



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER**

### **BACHELOR HOSPITALITY MANAGEMENT**

**COURSE CODE: BSHM 305**

**COURSE TITLE: FOOD AND BEVERAGE MANAGEMENT**

**DATE: 3 APRIL 2017**

**TIME: 8.00 AM – 11.00 AM**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

**SECTION A IS COMPULSORY [40 MARKS]**

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**Question 1**

**Case study scenario**

- a) A food poisoning incident has just occurred in Sunrise and Set Hotel. The management have ordered you as a food and beverage manager to explain how you are going to address the scenario without attracting a lawsuit between the hotel and the guest. Additionally, you are also expected to describe how you are going to successfully implement Hazard Analysis Critical Control Points system in order to prevent such occurrences in future. [10]
- b) Explain and critique different types of menus found in hospitality operations. [10]
- c) One important aspect of a hotel bar management in cost considerations is increasing profits. In the light of this statement, discuss **FIVE** ways in which a food and beverage manager can achieve this aspect giving relevant examples. [10]
- d) Menus need to be flexible and adaptive. Internal and external forces can affect the dishes that you offer. In this regard, duplicate the table below in your answer booklet and fill impact/action you can take as a food and beverage manager when the indicated changes occur:

<b>Change agent</b>	<b>Impact/Action</b>
Ingredient prices change due to political and economic factors	
Items wanted due to social changes – red meat, fat	
Items wanted due to social changes – organic, healthier options, exotic food	
Internal restructuring – change in budget, staffing, leadership, theme	
Supplier problems	

## SECTION B: ANSWER ANY THREE QUESTIONS [60 MARKS]

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### *Question 2*

- a) Explain **FIVE** ways that can be used by a waiter to successfully prepare to approach customers and take their food and beverage orders in a hotel restaurant. [10]
- b) Discuss **FIVE** critical factors and considerations when designing and organizing a hotel bar. [10]

### *Question 3*

- a) You have been employed as a job as a food and beverage manager in a new hotel in town. The owners have tasked you with the responsibility of ensuring excellent customer service as way of developing a competitive advantage. With regard to this responsibility, examine **FIVE** ways you would use to ensure and maintain professional, attentive and friendly service giving relevant examples. [10]
- b) A successful hotel establishment must ensure that customers are satisfied in order to make profit. One way of making profit is by ensuring that waiters are familiar with suggested selling techniques. In this regard, analyze **FIVE** ways in they can showcase these skills when serving customers. [10]

### *Question 4*

- a) Attracting and retaining customers is important. The underpinning goal is to provide a menu that your consumers will want, and in order to do so market research should be undertaken with your target group. Discuss **FIVE** reasons why this activity is important to the success of a hotel establishment. [10]
- b) Analyze **FIVE** objectives of the kitchen department in a busy hotel explaining how each objective can be achieved. [10]

### *Question 5*

- a) Explain the meaning of service gap and analyze **FOUR** challenges hotel establishments face while addressing the gap. [10]
- b) Discuss **FIVE** factors that impact purchasing of food and beverages using a restaurant as an example. [10]