



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
MAY - AUGUST 2018 SEMESTER**

**BACHELOR OF SCIENCE IN HOSPITALITY
MANAGEMENT**

COURSE CODE: BSHM 305

COURSE TITLE: FOOD & BEVERAGE MANAGEMENT

DATE: 10 AUGUST 2018

TIME: 8.00 AM-11.00 AM

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: COMPULSORY

Question One

Case Study: Ramifications of reassigning a purchasing employee to production and service

Allie is an emerging star at Town and Country Restaurant. She knows the operation of the restaurant well, particularly the purchasing function. Allie developed an effective purchasing system that reduced the time of purchase by one-half. She always has excellent ideas for improvement. Unfortunately, upper-management has now decided to outsource the purchasing function and assign Allie to production. Since the change, Allie has noticeably changed. She is capable of handling the new responsibilities of production, but does not wish to perform them. She is very unhappy. She says that she feels her assigned work responsibilities are irrelevant and she is no longer needed. As a result, she comes to work later and leaves earlier. Upper-management has noticed the change. As Allie's manager you have been instructed by your immediate supervisor to fire Allie, unless she can turn things around.

(Source: Author)

Required:

- a) In reference to the above case, answer questions (i) and (ii) below:
- (i) Discuss **FIVE** steps you may take to motivate Allie to pursue the new job with her 'usual' enthusiasm. [10 marks]
 - (ii) What might the positive and negative ramifications be if you were to move Allie into a wait staff position? Discuss using **FIVE** points. [10 marks]
- b) What aspects must be considered when designing a food and beverage management system? [10 marks]
- c) With the aid of a diagram discuss the purchasing cycle using **FOUR** points. [10 marks]
- d) Compare and contrast table set up for A la carte & Table d'hôte using **FIVE** points each. [10 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Briefly enumerate **TWO** qualities of a good chef. [5 marks]
- b) With the aid of a diagram, discuss **FIVE** of the stages in the Food & Beverage Cycle. [15 marks]

Question Three

a) Write short notes on the following:

- (i) Store man [2 marks]
- (ii) Quality control [2 marks]
- (iii) Meat checks [2 marks]
- (iv) Service personnel [2 marks]

b) With the aid of a diagram, discuss using **FIVE** points the service gap in relation to meeting customers' expectations. [12 marks]

Question Four

a) Write short notes on the following:

- (i) Availability of ingredients [3 marks]
- (ii) Competition [3 marks]

b) Fill in the blanks on the diagram below: [4 marks]

	It supports a restaurant where customers can have aperitifs and appetizers prior to using the restaurant and digestifs after.
Banquet Bar	

c) What is the importance of sales in a bar operation? Explain using **FIVE** points. [10 marks]

Question Five

a) Define the term service. [2 marks]

b) Effective communication is key when working in a restaurant. How can you communicate to a potential customer? State and Explain using **FOUR** points. [8 marks]

c) 'After menus have been created and implemented it is important to monitor them in relation to customer satisfaction and their financial contribution'. Discuss using **FIVE** points. [10 marks]