



GRETSA UNIVERSITY - THIKA

END OF SEMESTER EXAMINATIONS JANUARY-APRIL 2025 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 305

COURSE TITLE: FOOD & BEVERAGE MANAGEMENT

DATE: APRIL 2025

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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: "The Troubled Taste of Bella Roma"

Luigi's family-owned restaurant, Bella Roma, had been a beloved Italian eatery for over 20 years. Known for its homemade pasta and warm atmosphere, it was the go-to spot for locals. But lately, things had taken a turn.

One evening, as Luigi reviewed the week's feedback, his heart sank. A regular customer had written: "The lasagna was cold, and the service was painfully slow." Another complained: "My risotto was overcooked—nothing like how it used to be." Even worse, his head chef, Marco, had just quit without notice, leaving the kitchen in chaos.

The restaurant's profits were shrinking. Food costs were up, and Luigi often found spoiled ingredients in the fridge. The waitstaff seemed stressed, making mistakes with orders. Last Friday, a group of diners had walked out after waiting 40 minutes for their meals.

Luigi knew something had to change—but where should he start?

(Source: Author)

- a) In relation to the case study above, answer the following questions: -
- i. Discuss **five** operational issues affecting Bella Roma? **[10 marks]**
 - ii. What steps should Luigi take to ensure consistent food quality? **[10 marks]**
- b) Explain **five** roles of a Food and Beverage Manager in a hotel or restaurant. **[10 marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) Describe **five** different types of food service styles and give examples of each. **[10 marks]**
- b) Explain **five** importance of cost control in food and beverage operations. **[10 marks]**

Question Three

- a) Discuss **five** roles of technology in modern food and beverage management. **[10 marks]**
- b) Explain **five** ways customer service impacts the success of food and beverage establishments. **[10 marks]**

Question Four

- a) Analyze **five** key responsibilities of a waiter. **[10 marks]**

b) Explain **five** ways proper inventory management help in reducing food costs and waste?

[10 marks]

Question Five

a) Explain **five** importance of hygiene and sanitation in food service.

[10 marks]

b) Discuss **five** different food pricing strategies and how they affect profitability.

[10 marks]