



**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)  
MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2021 / 2022 ACADEMIC YEAR**

**SECOND YEAR, FIRST SEMESTER SUPPLEMENTARY/  
SPECIAL EXAMINATIONS  
FOR THE DEGREE**

**OF**

**B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT**

**COURSE CODE: BHM 203**

**COURSE TITLE: FOOD AND BEVERAGE MANAGEMENT**

**DATE: 04<sup>TH</sup> AUGUST 2022**

**TIME: 2.00 – 4.00 P.M**

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**INSTRUCTIONS TO CANDIDATES**

**Answer all questions in SECTION A and B**

**Answer two questions from section C.**

**TIME: 2 Hours**

**MMUST observes ZERO tolerance to examination Cheating**  
*This paper consists five printed Pages. Please Turn Over*

**SECTION A; (10 MARKS): Answer all questions**

- 1) Type of food and drink that people choose to consume away from home depends on a number of factors which are of particular concern to food and beverage managers. They include;
  - A. The product appeal.
  - B. The color of the product offered.
  - C. The choice of food and drink available.
  - D. The consistent smell of the product.
- 2) Which of the following is the **ODD** one out?
  - A. Sandwich bars.
  - B. Fine dining.
  - C. Coffee houses and tea rooms.
  - D. Take away and home deliveries.
- 3) The following are possible means through which a restaurateur may finance his/her business **EXCEPT**;
  - A. Commercial bank grants.
  - B. Venture capital.
  - C. Franchise.
  - D. Investors.
- 4) Which of the following represents the restaurant five-prong purchasing strategy?
  - A. The right place.
  - B. The right time.
  - C. The right supply.
  - D. The right stock.
- 5) What is the main objective of stocktaking of Beverages?
  - A. To control the quality and condition of some highly perishable, short-life items.
  - B. To allow for more frequent orders and therefore less stock holding of expensive items.
  - C. To combat higher susceptibility to pilferage.
  - D. All of the above.
- 6) The following are the basic stages of food and beverage control **EXCEPT**;
  - A. Standard yield.
  - B. Standard portion.
  - C. Standard recipe.
  - D. Standard price

- 7) The catering policy, which is normally evolved from the financial and marketing policies, will define the main objectives of operating the food and beverage facilities and describe the methods by which such objectives are to be achieved and include;
- A. The beverage provision necessary for the operation.
  - B. Number of waiters working on every shift.
  - C. Time duration of operation.
  - D. The method of dispensing.
- 8) Standard portion sizes in the operation may be established in several ways including one of the following, which one?
- A. Buying pre-portioned food items.
  - B. Buying food items in bulk and portioning them in the production kitchen before service.
  - C. Portioning food items as they are being served to the customer.
  - D. All of the above.
- 9) Which one of the following is **NOT** part of the component parts for performance appraisal?
- A. Revenue.
  - B. Costs.
  - C. Product.
  - D. None of the above.
- 10) Which of the following audits for a foodservice operation is important in appraising of the product?
- A. Staff uniform.
  - B. Customer turnover.
  - C. Cash turnover.
  - D. All of the above.

**SECTION B; (30 MARKS): Answer all questions**

- 11) Using a well labeled diagram, show the depiction of the classification of food and beverage operations within the global hospitality industry. (6 Marks)
- 12) Ms. Amboka is the in-charge of the purchasing section of Continental Beach Hotel. Highlight any **SIX** of the purchasing procedures that she must always follow during the purchasing of food and beverages for the hotel. (6 Marks)
- 13) Ms. Nawade, an employee of Diani Reef Hotel at the Coast was elevated to the position of Food and Beverage Controller by the Hotel management. This is a new section under the Food and Beverage Department that was created out of necessity;
- i. State any **THREE** special problems that Ms. Nawade is most likely to encounter during her tenure as the Food and Beverage controller at the hotel. (3 Marks)
  - ii. List any **THREE** objectives of Ms. Nawade in her capacity as the Food and Beverage controller. (3 Marks)
- 14) After landing a job at Mombasa Serena resort and Spar as the Food and Beverage Manager, Mr. Polycarp Ochieng had a problem on the evaluation of the menu on offer with regard to its present and future content, design and pricing, commonly referred to as menu engineering;
- i. List any **TWO** main elements that Mr. Ochieng would consider in the process of carrying out his tasks. (2 Marks)
  - ii. Explain the **FOUR** squares (the popularity matrix) that Mr. Ochieng would employ in an effort to solve the problems on the evaluation of the menu at Mombasa Serena Resort and Spa. (4 Marks)
- 15) There are a number of profitability measures that may be applied by hotel's food and beverage departments in the process of appraising profits. Explain. (6 Marks)

**SECTION C; (30 MARKS)**

Answer two questions from this section, question 16 is compulsory.

- 16) Mr. Tumbo is the Food and Beverage manager of Sarova white sands hotel in Mombasa. During the 2021/2022 financial year, he presented a proposal to the management of the hotel to introduce the use of Vending machines;
- i. In view of Mr. Tumbo's proposal, state the factors that should be considered by the hotel in case they would like to outsource vending operations to an external service provider. (4 Mark)
  - ii. Criticize Mr. Tumbo's proposal of using vending machines within the food and beverage department of Sarova white sands hotel. (11 Marks)
- 17) Contract catering successfully penetrated in to the Kenyan hospitality industry market and currently contributing immensely to the general revenue accrued through the ministry of Tourism;
- i. Explain the term "contract caterers". (1 Mark)
  - ii. Highlight the various contract catering businesses available in Kenya. (4 Marks)
  - iii. Discuss the five types of contract catering within the Kenyan hospitality industry. (10 Marks)
- 18) Of the recent past, Adhiambo and her entire household have become accustomed to having their meals at Kakamega Golf Hotel instead of preparing and eating from their house.
- i. Highlight the general factors affecting Adhiambo and her family's choice of meal experience at Kakamega Golf Hotel. (5 Marks)
  - ii. Discuss the probable reasons that influence Adhiambo and her family decision and choice of eating out at Kakamega Golf Hotel. (10 Marks)

