

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
TOURISM AND HOTEL MANAGEMENT**

BTHM 461: FOOD AND BEVERAGE MANAGEMENT

STREAMS: BTHM Y4S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 04/12/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in section A and any TWO questions in section B.
- Do not write anything on the question paper.

SECTION A (30 MARKS)

1. (a) Identify four tasks performed by a receiving clerk in a restaurant. (2 marks)
(b) Explain why the receiving clerk in a restaurant should be selected carefully. (3 marks)
2. Identify four reasons for concise describing quality, size and weight of items to be bought for use in a restaurant. (4 marks)
3. Briefly explain the control operations of an establishment. (4 marks)
4. Explain why a hospitality manager's work is quite variable and volatile. (4 marks)
5. Describe the function of customer satisfaction as a goal in restaurant management. (5 marks)
6. Explain two ways in which an organized kitchen contributes to quality products. (4 marks)
7. Give reasons why quality reliability is important in food and beverage management. (4 marks)

SECTION B (40 MARKS)

8. (a) Discuss the contribution of centralized production method compared to traditional partie method towards realizing a restaurant's main goal. (10 marks)
- (b) Explain two self-service methods which would maximize profits by ensuring maximum customers served. (10 marks)
9. (a) Explain ways in which a Front Desk Clerk will enhance the image of his/her hotel (10 marks)
- (b) Explain five differences in alcoholic beverages preparation. (10 marks)
10. (a) Discuss reasons why cost menu items in one restaurant may differ from another. (12 marks)
- (b) Describe the operations of any four profit-oriented establishments with an open market. (8 marks)
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