

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF CATERING AND HOTEL MANAGEMENT

BCHM 435E: RESTAURANT ENTREPREURSHIP

STREAMS: BCHM (Y4S2)

TIME: 2 HOURS

DAY/DATE: THURSDAY 19/04/2018

8.30 A.M – 10.30 A.M

INSTRUCTION:

- **Answer all questions in section A and any other two questions in section B**
- **Do not write on the question paper**

SECTION A: 30 MARKS

1. Briefly describe to an entrepreneur the character of the following restaurant concepts:
[6marks]
 - (a) Brasseries
 - (b) Rotisserie
 - (c) Fine dining
2. Explain briefly five reasons why a restaurant entrepreneur should continuously undertake market research. [5marks]
3. Explain briefly five key considerations in the choice of the scheme of design for a new restaurant. [5marks]
4. Briefly explain what the balance sheet, the income statement and the statement of cash flows tells a restaurant entrepreneur about financial position of his business. [6marks]
5. Describe briefly four sources of debt capital for a restaurant entrepreneur in Kenya. [4marks]

6. Describe briefly five principal strategies that small businesses can adopt for global expansion. [4marks]

SECTION B: (40MARKS)

7. Tempura garden is a restaurant operating as a sole proprietorship. Explain to the entrepreneur why franchising is a brilliant strategy for business expansion but with certain limitations. [20marks]
8. Explain the global factors that have revolutionized the food service industry in Kenya. [20marks]
9. Explain to an upcoming entrepreneur on the recruiting strategies that can be adopted to ensure hiring and retaining high –calibre employees in a restaurant. [20marks]
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