

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL  
MANAGEMENT**

**BCHM 131: INTRODUCTION TO FOOD AND BEVERAGE SERVICE**

**STREAMS: BCHM (Y1S1)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 09/04/2024**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTION**

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

**SECTION A (30 marks)**

1. Describe briefly the importance of the concept of dining experience to restaurant managers. (6 marks)
2. Express FOUR options of restaurant categories for aspiring entrepreneurs in Kenya. (6 marks)
3. With pertinent examples, support FOUR crucial technical abilities for professional food and beverage service. (6 marks)
4. Examine the significance of menu planning by restaurant managers. (6 marks)
5. Describe FOUR support sections for the dining area in restaurant facilities. (6 marks)

**SECTION B (30 marks)**

6. a) Suppose you are the manager of a restaurant that specializes in table service. Provide a proposal for the service chain that would direct daily activities. (12 marks)
- b) Examine how any FOUR types of table service fit into the different types of restaurant operations. (8 marks)

7. Justify the key details to include in a staff grooming and hygiene policy for the restaurant operations. (10 marks)
    - b) Expound FIVE basic categories of service equipment required for a restaurant that provides table service. (10 marks)
  
  8. a) As a restaurant manager, justify FOUR forms of point-of-sale promotions you would apply to maximize sales in your bar or restaurant business. (8 marks)
    - b) Examine any SIX service conventions in professional restaurant service. (12 marks)
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