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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FOURTH SEMESTER EXAMINATION
FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT
DHM 1625 FOOD AND BEVERAGE SERVICE AND SALES

Date: 15th August 2024

Time: 2.30pm-4.30pm

INSTRUCTIONS TO CANDIDATES:

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Briefly explain how the following factors enhance the customers meal experience. (2 marks)
- Level of service (2marks)
 - interior décor (2marks)
 - service personnel (2marks)
 - method of service (2marks)
 - type of service equipment (2marks)
- b) Outline **five** uses of staff uniforms in catering premises. (5 marks)
- c) Identify State Five factors that influence the quality of wine. (5marks)
- d) Briefly explain **five** factors to consider when purchasing food and beverage service equipment. (5 marks)
- e) Explain the five classifications of non-alcoholic dispense bar beverages. (5marks)

QUESTION TWO (20 MARKS)

- a) Outline **FOUR** points to consider when serving table wine to Four seated guests. (4 marks)
- b) Compare and contrast an ala carte and a table d hote menu. (6marks)
- c) List **FIVE** methods of Food and Beverage service methods and give one example in each case. (5marks)
- d) Fatuma intends to open a fast-food operation. Advise her on the **FIVE** benefits of using disposables. (5 marks)

QUESTION THREE (20 MARKS)

- a) Identify **six** details indicated in a wine label that is important to a guest. (6 marks)
- b) Explain **five** undesirable actions performed by waiting staff that may annoy guests during service. (5 marks)
- c) Identify **five** ancillary departments in a catering establishment (5 marks)
- d) Explain **four** obligations of a waiter to the management. (4 marks)

QUESTION FOUR (20 MARKS)

- a) Identify **two** causes of each of the following faults in beer; (2 Mark)
- Flat beer (2 Marks)
 - Clouded beer (2 Marks)
- b) Explain **three** forms of modern technology used in service area. (6 marks)
- c) Explain **four** reasons why a customer may never return to a restaurant. (4 marks)
- d) Highlight **six** payment methods use to clear bills during service in a restaurant. (6 marks)

QUESTION FIVE (20 MARKS)

- a) Enumerate **four** characteristics of take aways outlets. (4 marks)
- b) Explain **six** safety precautions observed in catering establishment. (6 marks)
- c) Explain **five** advantages of using vending machines in catering and accommodation establishment. (5 marks)
- d) Discuss **five** personal hygiene and professional qualities of service personnel in catering establishment. (5 marks)