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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(HOSPITALITY MANAGEMENT)
KHM 2105 FOOD AND BEVERAGE SERVICE

Date: 15th August 2024
Time: 8.30am-10.30am

INSTRUCTIONS TO CANDIDATES:

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

TITLE OF CASE STUDY:

"Enhancing Culinary Excellence and Guest Satisfaction: A Case Study of Norfolk Hotel Nairobi's Food and Beverage Management"

Norfolk Hotel Nairobi excels in food and beverage management through its use of cutting-edge equipment and a well-organized staff structure, enhancing the overall culinary experience. This case study examines how the hotel integrates modern technologies, strategic marketing, and customer-centric strategies to maintain competitiveness.

In investing in the latest culinary equipment ensures exceptional dining experiences by maintaining consistency, enhancing flavors, and improving operational efficiency, setting industry benchmarks for quality. While under the Food and Beverage Manager's leadership, Norfolk Hotel Nairobi's cohesive team of Restaurant, Bar, and Banquet Managers, alongside dedicated staff, upholds high service standards. Multiple dining venues cater to diverse guest preferences, enhancing operational efficiency and ensuring personalized, memorable experiences.

Strategic marketing initiatives effectively promote Norfolk Hotel Nairobi's food and beverage offerings, enhancing customer engagement, increasing revenue, and fostering loyalty through targeted campaigns that highlight unique dining experiences and commitment to quality service. And thus the hotel's success hinges on proactive customer feedback and continuous improvement. By incorporating guest input, Norfolk Hotel Nairobi adapts offerings and service delivery, ensuring consistent satisfaction through personalized service, menu innovation, ambiance enhancements, and interactive dining experiences. Required:

- Briefly describe five pieces of food and beverage service equipment that Norfolk Hotel Nairobi uses in customer service delivery. (5 Marks)
- Explain the classification of food and beverage service facilities for service delivery that may be found in Norfolk Hotel Nairobi. (6 Marks)
- As a trained person with knowledge in food and beverage service and sales, discuss the benefits of sales and marketing to Norfolk Hotel Nairobi. (6 Marks)
- Explain how the staff may enhance the meal experience in food and beverage service to attract customer loyalty to Norfolk Hotel Nairobi. (8 Marks)
- Describe the general points to consider when purchasing food and beverage service area equipment for to add elegance that may be found in Norfolk Hotel Nairobi. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Explain the good attributes of food and beverage service personnel required for operations in five star rated hotel. (5 Marks)
- b) Explain how self-esteem, and lifestyle influence customers' dining choices and customer loyalty in hotel? (4 Marks)
- c) By citing examples show how a sommelier can assist guests in selecting the perfect beverage to complement their meal? (5 Marks)
- d) Discuss how online reservations, digital menus, and delivery apps transformed customer experiences. (6 Marks)

QUESTION THREE(20 MARKS)

- a) There are various positions within a restaurant brigade system, such as the Restaurant Manager, Maitre d', Head Waiter, and Sommelier, describe how these roles can work together. (5 Marks)
- b) There are considerations when designing a food and beverage service area, assess the effectiveness of different design considerations in a food and beverage service area. (5 Marks)
- c) A formal table setting enhances the dining experience, explain how the main components of a formal table setting enhance the dining experience (5 Marks)
- d) Describe the factors that should be considered when designing a menu to ensure it meets both customer preferences and cost management goals. (5 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe the correct way to clear a table during food and beverage service to enhance customer satisfaction. (6 Marks)
- b) Discuss how the most common food safety hazards can be prevented as Food safety hazards are very crucial in hospitality for customer satisfaction. (4 Marks)
- c) Explain how the choice of service equipment impact the efficiency of food and beverage service in a rated hotel? (5 Marks)
- d) Assess the fundamental principles of pairing wine with different types of cuisine to enhance the overall dining experience. (5 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the primary objectives of food and beverage service in the hospitality industry and enhancing delivery of seamless services. (6 Marks)
- b) Silver service and buffet service are methods used in hotels, analyze the distinguishing features of silver service compared to buffet service. (4 Marks)
- c) Explain the main components of a formal table setting and how they enhance the dining experience. (6 Marks)
- d) Discuss the critical hygiene practices that must be followed in a food and beverage service environment to ensure food safety in hotels. (4 Marks)