



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019

EXAMINATION FOR THE DIPLOMA IN CATERING & HOTEL MANAGEMENT

UNIT CODE: DCHM 1208

UNIT TITLE: FOOD AND BEVERAGE MANAGEMENT

DATE: 29TH AUGUST, 2019

TIME: 2:30 PM – 4:30 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Explain the relevancy of food and beverage management in relation to
- Employees (3 marks)
 - Establishments (3 marks)
 - Customers (3 marks)
- (b) Explain the following terms as applied in food beverage operations
- Hospitality (2 marks)
 - Service (2 marks)
 - Food (2 marks)
 - Beverage (2 marks)
 - Food and beverage service (2 marks)
 - Hotel (2 marks)
- (c) Describe the core objectives of food and beverage department in a hotel (14 marks)

QUESTION TWO

- (a) Define meal experience and explain the various factors influencing a meal experience (15 marks)
- (b) As a food and beverage manager lease explain the various functions of food and beverage management (5 marks)

QUESTION THREE

- (a) As a food and beverage supervisor for a very long time please explain the various constraints that might have influenced your operations (12 marks)
- (b) Giving relevant examples in Nairobi Kenya, describe the various types of restaurants as applied in the industry (8 marks)

QUESTION FOUR

- (a) Explain TWO problems associated with travel catering (4 marks)
- (b) Indicate a known organization that is in charge of travel catering in Kenya. (1 mark)
- (c) Describe the characteristics of non-captive market and captive markets as applied in food and beverage management (8 marks)
- (d) Describe the characteristics of fast food restaurants (7 marks)

QUESTION FIVE

Describe how the following types of catering are operated in relation to:

- Market policy (5 marks)
- Service policy (5 marks)
- Financial policy (5 marks)
- Control and performance management (5 marks)