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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT
CHM 106: FOOD AND BEVERAGE SERVICE AND SALES

Date: 17TH APRIL 2023
Time: 8:30AM-10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms as used in food and beverage service and sales
- i) Covers (2 Marks)
 - ii) Beverages (2 Marks)
 - iii) Mis-en scene (2 Marks)
 - iv) Mis –en place (2 Marks)
 - v) Ancillary section (2 Marks)
- b) List any four categories of alcoholic beverages. (4 Marks)
- c) Outline four food and beverage outlets that falls under restricted market. (4 Marks)
- d) Briefly outline two roles of each the following food service brigade.
- i) Food and beverage manager. (2 Marks)
 - ii) Barista. (2 Marks)
 - iii) Head waiter. (2 Marks)
 - iv) Sommelier. (2 Marks)
- e) As food service personnel explain FOUR techniques that you would apply in order to promote your foods and beverages. (4 Marks)

QUESTION TWO (20 MARKS)

- a) The main role of every food and beverage outlet is to satisfy guest needs and wants. Explain FIVE variables that a customer seeks to satisfy when dining out. (10 Marks)
- b) Guest have just entered your restaurant and you being a waitress on call describe how you will handle him/her from the time he/she walks into restaurant to the time he/she walks out. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Briefly explain five uses of a service plate. (10 Marks)
- b) Highlight FIVE characteristics of a table dhote menu. (10 Marks)

QUESTION FOUR (20 MARKS)

A waiter is described as a food and beverage service personnel whose main duty is to serve the guest while at a food outlet.

- a) Explain the Four main characteristics of a successful server. (8 Marks)
- b) Advise your staff on the Hygienic practices that they should have during service. (12 Marks)

QUESTION FIVE (20 MARKS)

- a) Describe the role of back areas that support other food service areas. (10 Marks)
- b) Briefly explain the procedure of crumbing down after the service of main course. (10 Marks)