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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR**  
**DIPLOMA IN HOSPITALITY MANAGEMENT**  
**DHM 1611 – FOOD AND BEVERAGE MANAGEMENT I**

Date: 12<sup>th</sup> April, 2018

Time: 11.00am – 1.00pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Describe any five features of a restaurant which creates a good ambience (10 Marks)
- b) Distinguish between the following
- i) Welfare catering and industrial catering
  - ii) Restricted market and general market
  - iii) Public houses and coffee shops
- c) Briefly explain five reasons why customers should dine away from home (15 Marks)

**QUESTION TWO (20 MARKS)**

- a) Describe any characters of each of the menu
- i) Table d'hôte (4 Marks)
  - ii) À la carte (4 Marks)
- b) State the covers for the following dishes (8 Marks)
- i) Chilled melon
  - ii) Tomato soup
  - iii) Spaghetti
  - iv) Roast chicken
- c) Describe any four needs achieved when meeting customer satisfaction (4 Marks)

**QUESTION THREE (20 MARKS)**

You are the new food and beverage manager of Lilian Towers and are expected to train staff on service skills. Explain the layout of dessert cover and its accomplishment (20 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the general responsibilities of food and beverage managers (10 Marks)
- b) Mention and explain the five types of food and beverage service methods citing examples (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Write short notes on the meal experience (5 Marks)
- b) Discuss the main attributes/ components of the meal experience (15 Marks)