



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)  
University Examinations for 2015/2016 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST SEMESTER EXAMINATION FOR DIPLOMA IN HOSPITALITY AND  
TOURISM MANAGEMENT

FOOD AND BEVERAGE SERVICE

DATE: 4/8/2016

TIME: 11:00 – 1:00 PM

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## INSTRUCTIONS.

Answer section A (question 1) and any other two from section B.

### SECTION A:

1. a) Differentiate between **product orientation** and **sales orientation** in food and beverage marketing. (4 marks)
- b) Define the following terms:
  - i) Wine
  - ii) Sales promotion
  - iii) Merchandising
  - iv) Quality
  - v) Sales mix
  - vi) Staff rota (12 marks)
- c) Briefly highlight why facility design is important to a restaurant operation. (4 marks)

- d) Highlight five types of reports that can be obtained from an EPOS system. (5 marks)
- e) Explain the role of the cashier in revenue control of food and beverage outlets. (5 marks)

**SECTION B: ANSWER ANY OTHER TWO QUESTIONS**

2. a) Explain five advertising techniques available for food and beverage outlets to market their products. (10 marks)
- b) Describe five elements of the marketing mix in food and beverage marketing. (10 marks)
3. a) As a supervisor in a newly established food and beverage outlet, advise the management on five essential features to include in a food & beverage control software. (10 marks)
- b) Describe the following basic concepts of control
- i) Standard yields
  - ii) Standard recipes
  - iii) Standard portion sizes
  - iv) Production planning. (10 marks)
4. a) Explain five factors to consider in the design and layout of a first class restaurant. (10 marks)
- b) Explain five points to take into consideration while planning for a function outside the premises. (10 marks)
5. a) Outline five benefits of training staff in a food & beverage outlet. (10 marks)
- b) Explain five major problems a job description is meant to solve in a food and beverage outlet. (10 marks)