

2802/304

2819/304

**FOOD AND BEVERAGE SERVICE AND
SALES MANAGEMENT THEORY**

June/July 2017

Time: 3 Hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT
DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT
MODULE III**

FOOD AND BEVERAGE SERVICE AND SALES MANAGEMENT THEORY

3 Hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SIX questions.

Answer any FIVE questions in the answer booklet provided.

Candidates should answer the questions in English.

This paper consists of 3 printed pages.

**Candidates should check the question paper to ascertain that
all the pages are printed as indicated and that no questions are missing.**

1. (a) State **four** reasons of advertising in catering and accommodation establishment. (4 marks)
- (b) (i) Identify **five** factors to consider when buying trays for service. (5 marks)
- (ii) Highlight **five** advantages of tray service in hospitals. (5 marks)
- (c) Explain **three** ways of guarding an establishment against terrorism. (6 marks)
2. (a) State **four** qualities of a good wine glass. (4 marks)
- (b) Explain **three** advantages of carvery service in a catering establishment. (6 marks)
- (c) Illustrate features of a function list. (10 marks)
3. (a) Highlight **six** points to note when taking payment by cheque. (6 marks)
- (b) Explain each of the following performance measures of food service:
 - (i) sales per seat available; (2 marks)
 - (ii) stock-turnover; (2 marks)
 - (iii) average check. (2 marks)
- (c) Explain **four** challenges of outside catering services. (8 marks)
4. (a) State **four** duties of a dispense bar-man. (4 marks)
- (b) Explain the following types of fraud which can be perpetrated by bar staff:
 - (i) dilution; (2 marks)
 - (ii) adulteration; (2 marks)
 - (iii) stock substitution. (2 marks)
- (c) Explain **five** factors that make a menu a marketing tool. (10 marks)
5. (a) Identify **six** roles of supervision in training in a catering and accommodation establishment. (6 marks)
- (b) State **two** rules for the storage of each of the following:
 - (i) wine; (2 marks)
 - (ii) beer; (2 marks)
 - (iii) dry tea. (2 marks)

- (c) (i) State **four** qualities of a good brewed coffee. (4 marks)
- (ii) Differentiate between Espresso and cappuccino. (4 marks)
- 6. (a) Explain the meaning of each of the following terms:
 - (i) job analysis; (2 marks)
 - (ii) job description; (2 marks)
 - (iii) on-the-job training. (2 marks)
- (b) Explain **three** advantages of Gueridon service. (6 marks)
- (c) Explain **four** challenges of sales promotion in catering and accommodation establishment. (8 marks)

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