

Name _____ Index No _____ / _____

2802/304

2819/304

FOOD AND BEVERAGE SERVICE AND
SALES MANAGEMENT THEORY

Oct/Nov. 2015

Time: 3 Hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

TECHNICAL, INDUSTRIAL, VOCATIONAL AND ENTREPRENEURSHIP
TRAININGDIPLOMA 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

*Write your name and index number in the spaces provided above.**Sign and write the date of examination in the spaces provided above.**This paper consists of SIX questions.**Answer any FIVE questions in the spaces provided in this question paper.**Candidates should answer the questions in English.*

For Examiner's Use Only

Question	1	2	3	4	5	6	TOTAL SCORE
Candidate's Score							

This paper consists of 16 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) Highlight **five** advantages of hospital tray service. (5 marks)
- (b) Identify **six** roles of the management in Health and Safety at work Act 1974 in catering and accommodation establishments. (6 marks)
- (c) Explain the **three** types of sales promotion that are used in Food and Beverage service operations. (9 marks)
2. (a) Highlight **four** points to note when taking payment by cheque. (4 marks)
- (b) Explain **five** objectives of staff training in catering and accommodation institutions. (8 marks)
- (c) Explain **four** factors of a menu card that makes it an effective sales tool. (8 marks)
3. (a) Explain the meaning of "In situ service". (2 marks)
- (b) Describe each of the following specialized methods of service:
 - i) drive-in; (2 marks)
 - ii) home delivery; (2 marks)
 - iii) trolley; (2 marks)
 - iv) room. (2 marks)
- (c) Explain **five** challenges faced by a caterer during outdoor catering. (10 marks)
4. (a) Highlight **four** supervisory duties of a restaurant manager. (4 marks)
- (b) Describe **two** ways of serving each of the following alcoholic drinks:
 - (i) whisky; (4 marks)
 - (ii) liquor. (4 marks)
- (c) Explain **five** advantages of pre-planned function menus. (8 marks)
5. (a) Outline the steps to take in case of a bomb threat in a restaurant. (4 marks)
- (b) State **two** duties of each of the following staff:
 - (i) banqueting manager (2 marks)
 - (ii) dispense bar staff (2 marks)
 - (iii) events head wine waiter (2 marks)
- (c) Explain **five** reasons why a caterer should visit the site before the function day. (10 marks)

