

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATIONS FOR THE AWARD OF DEGREE
OF BACHELOR OF SCIENCE IN TOURISM AND HOSPITALITY MANAGEMENT**

BTHM 202: INTRODUCTION TO SERVICE AND SALE

STREAMS: BSC (BTHM) Y2S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 17/12/2014

2.30 P.M. – 4.30 P.M.

Instructions: Answer all questions in section A and any Two in section b

SECTION A

1. Briefly explain the forms taken by customer needs in food service operations. [5 marks]
2. List any 6 sectors in food and beverage service industry. [3 marks]
3. Explain any 4 attributes of a food service personnel. [4 marks]
4. Explain any 4 conventions to be followed in food and beverage service. [4 marks]
5. Briefly explain how menu influences the service of food and beverages. [4 marks]
6. Differentiate between aperitifs and liqueurs. [3 marks]
7. Explain the two main ways of serving spirits. [3 marks]
8. Highlight the key aspects in planning for interior decorations in service areas. [4 marks]

SECTION B

9. (a) Discuss the various supportive sections of food and beverage service area and highlight the equipments needed in each section. [10 marks]
(b) Discuss the two main types of food menus highlighting the key differences. [10 marks]
 10. (a) Describe the main steps in the F & B service sequence. [12 marks]
(b) Using a well-labeled diagram describe the cover arrangement for an a la carte menu table setting. [8 marks]
 11. (a) Describe how *Customer Experience*, *Organizational* aspects and *performance measures* can influence food and beverage operations. [12 marks]
(b) Describe the main classifications of alcoholic beverages. [8 marks]
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