



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

QUALIFICATION: BACHELOR OF HOSPITALITY MANAGEMENT	
QUALIFICATION CODE: 07 BHMN	LEVEL: 7
COURSE CODE: FBM 710S	COURSE NAME: FOOD & BEVERAGE MANAGEMENT
SESSION: JUNE 2019	PAPER: 1
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER

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MODERATOR: MRS. C. SUNDE

INSTRUCTIONS

1. Answer ALL the questions.
2. Write clearly and neatly.
3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including front page)

Question 1

Explain the following terms and provide clear examples where possible:

- 1.1 Required - Food Cost Percentage (3)
- 1.2 Required – Beverage Cost percentage (3)
- 1.3 Perishability (2)
- 1.4 Variability of Output (2)

Question 2

Briefly explain in what ways might the expectations of regular customers to hotels and restaurants differ from those of first-time users? (4)

Question 3

In what ways might food and beverage operations be classified? What purposes do these different classifications serve? (8)

Question 4

In Food & Beverage Management, “NUST” restaurant not only sell food & beverages but is also known for training and selling conference venues daily. Discuss the unique selling points of NUST Restaurant and Bar (8)

Question 5

Describe the functions of the Food & Beverage Manager in Food & Beverage (8)

Question 6

Leasing plays a vital role in businesses and the lives of F&B entrepreneurs. Discuss the advantages to the Franchisee. (8)

Question 7

Food & Beverage Managers deals daily with internal and external constrains that offers major implications to the business. Discuss! (10)

Question 8

Being the newly appointed F&B Manager, you will deal with the provision of food and a variety of beverage within business. These elements comprising F&B can be summarized in a catering series. Discuss! (10)

Question 9

Briefly discuss the five forces model pertaining to a Food & Beverage environment. (10)

Question 10

Discuss the various ways of financing a Restaurant or Bar operation or establishment. (12)

Question 11

Any Food & Beverage outlet management must focus on factors pertaining to the macro environment where possible. Discuss the impact these factors have on the Food & Beverage business. (12)

Good Luck

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