



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
Faculty of Health and Applied Sciences

Department of Health Sciences

QUALIFICATION: Bachelor of Human Nutrition	
QUALIFICATION CODE: 08BOHN	LEVEL: 6
COURSE: Food Service Systems	COURSE CODE: FSS621S
PAPER: Theory	SESSION: November 2019
DURATION: 3 hours	MARKS: 100

1st OPPORTUNITY QUESTION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper.
2. Examination script.
3. Calculator

THIS QUESTION PAPER CONSISTS OF 8 PAGES
(Excluding this front page)

SECTION A: TRUE-FALSE/FILL IN THE BLANK /MULTIPLE CHOICE (40 MARKS)

1. TRUE-FALSE QUESTIONS [9 MARKS]

Evaluate the statements in each numbered section and determine whether the statement is true or false. Next to the question number, on your ANSWER SHEET, fill in the appropriate answer, using **T** for True, and a **F** for False for of the statement/phrase. (1x9=9)

- 1.1 The market consists of a set of actors who interact to exchange goods, services, reputation, and information; the activities that form the basis for this interaction, and additional actors who exert their influence.
- 1.2 Breakfast is the meal most commonly eaten in restaurants, and so deserves to fill a large menu space to accommodate customer desires.
- 1.3 In Henry Fayol's management principles, the concept of "the stability of tenure of personnel" states that retaining productive employees should always be a high priority of management.
- 1.4 Management is more about administering and making sure the day-to-day activities are happening as they should.
- 1.5 A decrease in sales or market shares of one product because a competitor enters the market is called cannibalization.
- 1.6 A direct channel in terms of distribution means that no intermediaries are present.
- 1.7 Mass-market companies generally focus on the personalization of their products for the market.
- 1.8 A current trend in dinner in restaurants is that menus generally are getting shorter, but appetizer sections are getting longer.
- 1.9 In considering evaluation of customer service, a "Mystery Shopper" is a customer that is difficult to please and hard to understand.

2. FILL-IN-THE-BLANK QUESTIONS

[6 MARKS]

Read the statements in each numbered section and fill in the blank appropriately by writing in the word, or words, onto your ANSWER SHEET that best fit the statement. (1x6=6)

- 2.1 The type of menu where items are listed out individually is called a _____ menu.
- 2.2 The type of menu where food items grouped together & sold for one price is called a _____ menu.
- 2.3 The very first few percentages of customers that adopt a new product or technology are called _____.
- 2.4 The last small part of customers to adopt a new product or technology are called _____.
- 2.5 A _____ market is a situation where the customers have a choice before entering (e.g. airline, trains, some leisure activities, marine) but once they are there they are stuck with the options available.
- 2.6 A _____ does right things, whereas a _____ does things right.

3. MULTIPLE CHOICE QUESTIONS

[25 MARKS]

Evaluate the statements in each numbered section and select the most appropriate answer or phrase from the given possibilities. Next to the question number, fill in the appropriate letter of the correct statement/phrase on your ANSWER SHEET. (1x25=25)

- 3.1 What can a company do in order to escape from the imitation-differentiation game?
- a) Launch a new product
 - b) Declare bankruptcy
 - c) Change the brand visuals
 - d) Improve the customer experience
- 3.2 When thinking about the story of a company, the feature that states that a story is not just a story in itself, but should relate to customers and be different compared to the stories of other companies is called:
- a) Innovation
 - b) Relevance
 - c) Design
 - d) Intimacy

- 3.3 Food service operations variable involving legislative control, menu style, and production methods:
- a) Customer experience
 - b) Performance measures
 - c) Organizational
 - d) Executive
- 3.4 This leader functions at their best in “turn-around” environments, where a troubled situation has come up and things need to be rearranged and set up for a new success:
- a) Shepherding Leader
 - b) Entrepreneurial Leader
 - c) Team-Building Leader
 - d) Re-Engineering Leader
- 3.5 The following factors contribute to the authenticity of a producer:
- a) Commitment and competence
 - b) Commitment and heritage
 - c) History and territory
 - d) Innovation and market-drivenness
- 3.6 How is pre-consumption experience characterized?
- a) Inherent and discriminant value
 - b) Sensorial and utilitarian value
 - c) Utilitarian and hedonic value
 - d) Psychological and sensorial value
- 3.7 Foodservice operations variable ensuring that food and drinks are available, there is a good atmosphere, and good value for money:
- a) Customer experience
 - b) Performance measures
 - c) Organizational
 - d) Executive
- 3.8 Define market segmentation:
- a) It is a scientific method of analyzing purchasing trends in different nations.
 - b) It is grouping the international markets into macro-segments based on geographical area.
 - c) It is investigating a market by personal experience.
 - d) It is grouping customers that share similar value expectations together.

- 3.9 When thinking about the story of a company, the feature that states that a story should be able to create empathy between the target and the product, and creates a bond, is called:
- a) Continuity
 - b) Intimacy
 - c) Target market
 - d) Value proposition
- 3.10 What is the definition of customer value?
- a) The values and behaviors that contribute to the unique social and psychological environment of an organization
 - b) The positive emotions that a customer can extract from the consumption of a product
 - c) The monetary value that a customer attributes to a product
 - d) The composition of a set of benefits balanced by sacrifices
- 3.11 Food service operations variable ensuring there is adequate seat turnover, good levels of repeat business, good sales and profit per square meter of operations:
- a) Customer experience
 - b) Performance measures
 - c) Organizational
 - d) Executive
- 3.12 What are quality clues?
- a) Menu items intended to encourage consumers to select the signature item
 - b) The perception that the consumers have about the quality of a product
 - c) Characteristics that consumers correlate to quality, used to anticipate the consumption experience
 - d) Characteristics listed by consumers as the most representative of the product's quality during the post-consumption stage
- 3.13 This leader functions optimally in start-up mode; if they aren't regularly starting something new they start to lose energy.
- a) Directional Leader
 - b) Entrepreneurial leader
 - c) Strategic Leader
 - d) Managing Leader

- 3.14 How can a company innovate the ratio of the value proposition and create value for customers?
- a) Decreasing benefits
 - b) Increasing benefits
 - c) Increasing sacrifices
 - d) Categorization
- 3.15 This leader creates rich community experiences for their teams, and the specific cause is less important than the team experience.
- a) Visionary leader
 - b) Directional leader
 - c) Shepherding leader
 - d) Bridge-building leader
- 3.16 "I love this jam because it reminds me my childhood, and it's light." Which type(s) of benefit(s) this consumer is identifying?
- a) Functional and symbolical
 - b) Sensorial and social
 - c) Psychological and self-identity
 - d) Parity and health
- 3.17 Which of the following is found among the market continuum stages?
- a) Mass market
 - b) Targeting
 - c) Categorization
 - d) Positioning
- 3.18 Management level responsible for the day-to-day activities of a group of employees:
- a) Top management
 - b) Supervisors
 - c) Management by others
 - d) Mid-management
- 3.19 This leader looks into chemistry between teammates to maximize effectiveness; the vision is really important, and the team is a means to that end.
- a) Motivational Leader
 - b) Shepherding Leader
 - c) Entrepreneurial Leader
 - d) Team-Building Leader

- 3.20 What does positioning mean?
- a) Positioning is the process of identifying a market problem or opportunity.
 - b) Positioning refers to the brand image.
 - c) Positioning refers to the brand values.
 - d) Positioning is creating an identity in the mind of a target market.
- 3.21 What is an advantage of the adaptation strategy?
- a) Increasing Positioning
 - b) Increasing Effectiveness
 - c) Increasing Efficiency
 - d) Exploiting commercial synergies
- 3.22 Management level that spends time organizing, staffing, and implementing functions:
- a) Top management
 - b) Supervisors
 - c) Management by others
 - d) Mid-management
- 3.23 This leader gets energized when they face challenges of bringing diverse people together and helping them to contribute to the overall mission while maintaining their unique identity.
- a) Bridge-building leader
 - b) Managing Leader
 - c) Re-Engineering Leader
 - d) Bridge-Building Leader
- 3.24 This leader enjoys bringing order into chaos, and has a gifting in organizing people, processes, and resources to achieve a mission.
- a) Directional Leader
 - b) Strategic Leader
 - c) Managing Leader
 - d) Re-Engineering Leader
- 3.25 Management level with responsibility for the long-term direction and profitability of the business:
- a) Top management
 - b) Supervisors
 - c) Management by others
 - d) Mid-management

SECTION B: SHORT/LONG ANSWER QUESTIONS**(60 MARKS)****QUESTION 4****[55 MARKS]**

Read each question completely, and on your ANSWER SHEET, next to the question number, please write the full answer to the questions.

- 4.1 Explain the difference between intrinsic quality and perceived quality, including the determinants of each type of quality (5)
- 4.2 What are three (3) qualities that define the authenticity of a product, and three (3) qualities that define the authenticity of a producer? (6)
- 4.3 Describe three ways that customers are required to make sacrifices. (3)
- 4.4 List the five (5) steps to form an effective team, according to Ms Siebert's lecture. (5)
- 4.5 List and explain five (5) things that managers do. (5)
- 4.6 Explain four characteristics of ethical behaviour in a company. (4)
- 4.7 Explain the difference between market-oriented and product-oriented companies. (4)
- 4.8 What are the five (5) components of a SMART goal? (5)
- 4.8 In discussing the value proposition, what leads consumers to be either satisfied or dissatisfied with a product? (4)
- 4.9 List and describe the two components of brand equity. (4)
- 4.10 Based on Mr Scott Engel's lecture, how can you ensure a good customer experience? (4)
- 4.11 Based on Mr Pete Leininger's lecture, what are three (3) ways than end-visioning helps with leadership? (6)

QUESTION 5**[5 MARKS]**

Read the scenario, and then each question completely, and on your ANSWER SHEET, next to the question number, please write the full answer to the questions.

Scenario: You are starting a new cafe, and will be serving a muffin as one of the items on your menu. You want to make sure your muffin is priced appropriately. You have found a recipe that you enjoy, which makes twelve (12) muffins. The ingredients to make the twelve (12) muffins:

- 2 cups (500g) white flour
- 1 tablespoon (15g) baking powder
- 1/2 teaspoon (2.5g) salt
- 2 tablespoons (30g) sugar
- 1 egg, slightly beaten
- 1 cup (250mL) milk
- 1/4 cup (60mL) melted butter

You are shopping for the items and find the following prices:

Flour	N\$30 for 1 kg
Baking powder	N\$40 for 150g
Salt	N\$40 for 100g
Sugar	N\$40 for 300g
Eggs	N\$30 for 6 eggs
Milk	N\$40 for 1 liter
Butter	N\$60 for 1 cup (240mL)

- 5.1 What is the total cost of all your ingredients to make the recipe for all twelve muffins? (2)
- 5.2 What is the cost of your ingredients for each muffin? (1)
- 5.3 How would you price the muffin on the menu, including your factor to cover operational costs, and including VAT? (2)

GOOD LUCK!