FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

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: JULY 2022	**PAPER: 2**
DURATION: 2 HOURS	**MARKS:** 100

SECOND OPPORTUNITY QUESTION PAPER

EXAMINER(S)	MR. G. CLOETE
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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 Popular catering (2)

1.2 Outdoor catering (2)

Question 2

Customer service can be defined as being a combination of five characteristics. Briefly explain these characteristics.   (5)

Question 3

A substantial part of considering the business environment is also about considering the legal framework in which the food service organization must operate. Briefly discuss the legal framework.   (10)

Question 4

There are various steps that must occur for purchasing and receiving functions to be successful. Analyze these steps.   (6)

Question 5

The food service industry's products may be defined as a set of satisfactions or dissatisfactions which a customer receives from the food service experience. Explain!
(10)

Question 6

Critically Evaluate what the key elements in "quality management" for most organizations in hospitality include.   (11)

Question 7

Product augmentation plays a vital role in delivering of food & beverages and service. Discuss! (12)

Question 8

Contrast and compare the traditional and system approach in relation to Food & Beverage. (12)

Question 9

People eat out for various reasons. Identify the factors and briefly explain why people are eating out. (14)

Question 10

Methods of food production vary from establishment to establishment. In addition, the resources available play a vital role too. Identify and discuss the various methods found in the industry today with relevant examples. (16)

Good Luck

---The End---

[100]