



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

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: JUNE 2024	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 (2)
- 1.2 Required – Beverage Cost percentage (2)
- 1.2 Differentiate between Cost and Market Orientation (2)
- 1.4 Variability of Output (1)
- 1.5 Briefly explain in what ways might the expectations of regular customers to Hotels and Restaurants differ from those of first-time users? (3)

Question 2

“Menu Engineering” plays a vital role in sales and targets to be achieved daily in provision of Food and Beverages. Illustrate and briefly explain the term, its components and potential action to be taken! (8)

Question 3

Lüderitz Fishing Industries decided to announce a 12 % Increase on all Seafood & Fishing products with effect from 01 May 2024. As the newly employed Food & Beverage Manager of your unit; (i) what would you consider as aspects that led to this decision and (ii) what immediate steps would you take in the department to avoid a drop in revenue and consequently major losses. Discuss! (8)

Question 4

In Food & Beverage Management, with the focus on “NUST” and the Aloe Hotel, Restaurant and Bar, which not only sell food & beverages but is involved in other operations daily. Discuss the unique selling points of “NUST” and the Aloe Hotel, Restaurant and Bar. (8)

Question 5

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

Question 6

Franchising becomes more and more a better option in business and the lives of entrepreneurs. Discuss the advantages to the Franchisee.

(8)

Question 7

Food & Beverage Managers deals daily with Internal and External constraints that offers major implications to the business. Discuss the Internal Constraints on the Food & Beverage Department.

(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 Food & Beverage 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

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

(10)

10. (b) Any Food & Beverage outlet must focus on factors pertaining to the Macro environment where possible. Discuss the impact these factors have on the Food & Beverage business

(10)

Good Luck

-----The End-----

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