



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF HOSPITALITY & TOURISM**

<b>QUALIFICATION : BACHELOR OF HOSPITALITY MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07 BHMN</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: FBM 710S</b>	<b>COURSE NAME: FOOD &amp; BEVERAGE MANAGEMENT</b>
<b>SESSION: JUNE 2023</b>	<b>PAPER: 1</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	<b>MR. G. CLOETE</b>
<b>MODERATOR:</b>	<b>MRS. C. SUNDE</b>

<b>INSTRUCTIONS</b>	
1.	Answer ALL the questions except for Question 10. (Answer only 2 Questions here!)
2.	Write clearly and neatly.
3.	Number the answers clearly.

**THIS QUESTION PAPER CONSISTS OF 3 PAGES**

### Question 1

Explain the following terms and provide clear examples where possible:

- 1.1 Budget (1)
- 1.2 Food Cost Percentage (2)
- 1.3 Beverage Cost percentage (2)
- 1.4 Differentiate between Cost and Market Orientation (2)
- 1.5 Variability of Output (1)
- 1.6 Briefly explain in what ways might the expectations of regular customers to hotels and restaurants differ from those of first-time users? (2)

### Question 2

HACCP plays a vital role in the importance of Food Safety for the Hospitality Industry? Discuss! (10)

### Question 3

“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 4

Namib Poultry Industries decided to announce a 12 % Increase on all poultry products with effect from 26 of May 2023. 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 5

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 6

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

**Question 7**

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

**Question 8**

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

**Question 9**

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 10 ( Answer only two questions of Question 10 – Thus 10 A&B, A&C or B&C)**

(A.) Briefly discuss the Five Forces Model pertaining to a Food & Beverage environment. (10)

**Question 10**

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

**Question 10**

(C.) 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-----[100]