



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF HOSPITALITY & TOURISM**

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

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

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>

**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 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]