



**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 2025</b>	<b>PAPER: 1</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

**FIRST OPPORTUNITY EXAMINATION**

**EXAMINER(S)** MR. G. CLOETE

**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**

In the context of Food & Beverage Management, the Hotel School operates not only as a provider of food and beverage services but also engages in various other daily operations. Discuss the unique selling points (USPs) of the Hotel School that distinguish it from typical food and beverage establishments. (10)

### **Question 2**

Food production methods vary across different establishments, and the resources available play a significant role in determining the approach used. Identify and discuss the various methods of food production currently used in the industry, providing relevant examples for each. (15)

### **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! (10)

### **Question 4**

Lüderitz Fishing Industries decided to announce a 12 % Increase on all Seafood & Fishing Products with effect from 01 May 2025. 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! (10)

### **Question 5**

Every Food & Beverage outlet must take into account various macro-environmental factors that can influence its operations. Discuss the impact of these macro-environmental factors on the Food & Beverage industry. (10)

### **Question 6**

Describe the functions of the Food & Beverage Manager in Food & Beverage Establishments. (10)

### **Question 7**

Franchising becomes more and more the better option in businesses and in the lives of entrepreneurs. Discuss the advantages to the Franchisee. (10)

**Question 8**

Food & Beverage Managers deals daily with Internal and External constrains that offers major implications to the business. Discuss! Only (5)

**Question 9**

Discuss the various ways of financing a Restaurant or Bar operation or establishment.

Only (10)

**Question 10**

Briefly discuss the five forces model pertaining to a Food & Beverage environment. (10)

Good Luck

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

**[100]**