



**ΠΑΜΙΒΙΑ 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: JULY 2025	PAPER: 2
DURATION: 2 HOURS	MARKS: 100

SECOND 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

Explain the following terms and provide clear examples where possible:

1.1 Popular catering (3)

1.2 Outdoor catering (3)

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! (16)

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

Being the newly appointed F&B Manager, you will deal with the provision of food and a variety of beverages within business. These elements comprising Food & Beverage can be summarized in a catering series. Discuss! (10)

Good Luck

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

[100]