INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - AUGUST 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 1/SEMESTER 2
COURSE CODE: BTHM 1202
NAME: HOTEL AND FOOD SERVICES

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

compulsory

Question 1:

The Hotel food service sector has not been performing well with customer complaints on the raise and some hotels are due to close down. You have fortunately been consulted as a professional to improve the situation.

a. Carry out an analysis of the causes of the poor performance of hotels.(25 marks)

b. Suggest strategies on how you can improve the performance (15 marks)

Question 2:

A hotel has experienced a food safety and quality issues, resulting in guest complaints and negative reviews. Investigate the root cause of the issues and recommend procedures to improve food safety and quality control in the hotel's food service operations to reduce the number of complaints.

SECTION B

Attempt three questions

Question 1:

a Briefly describe the product life cycle in food and beverage service (15 marks)

b. Explain the factors that influence purchasing of the food service products (05 marks)

Question 2:

a.As a professional in tourism and hospitality, jobs could be scarce. However, as an entrepreneur examine other job opportunities you can take on in your line apart from working in a hotel (10 marks)

b. Explain the various reasons why people eat away from Home (10 marks)

Question 3:

a. As a food service staff state the major needs that customers seek to satisfy (04 marks)

b. Discuss eight (8) types of restaurants practiced (16 marks)

Question 4:

a. Discuss ten (10) food and beverage service personnel (10 marks)

b. Explain five (5) duties of the food and beverage manager (10 marks)

Question 5:

a.What are the major functions of a menu (2 marks)

b. Discuss five (5) types of menus that can be practiced (10 marks)

c. Explain eight (8) factors to consider while planning a menu (08 marks)

Question 6:

Discuss the major steps involved in handling food and beverage service customers (10 marks)

b. How do you professionally indentify the host of the group (10 marks)

Question 7:

a. State the factors to consider before choosing a particular style of service (05 marks)

b. Discuss five (5) styles of service one can practice (15 marks)

Question 8:

8. In the hospitality industry, the food and beverage personnel are to possess certain qualities in order to execute their duties professionally. Discuss (20 marks)

Question 9:

a. Define the term mis-en-place (02 marks)

b. Justify why you need to prepare before actual service (10 marks)

c. Summarise the duties that are typically done at the end of service in any given restaurant (08 marks)

Question 10:

a. Effective communication is crucial for the smooth operation of any food and beverage section. However, it is affected by a number of challenges. Discuss (10 marks)

b. Discuss the strategies that can be put forward to achieve effective communication (10 marks)

Question 11:

11. The food and beverage service department is the most important department of the hotel operation and development. Discuss. (20 marks)

Question 12:

a. Explain the different types of menus practiced in most hotels (10 marks)

b. Analyse the characteristics of a la carte and table d hote menus (10 marks)