



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF TOURISM AND HOSPITALITY
BACHELOR OF HOTELS AND HOSPITALITY
MANAGEMENT**

COURSE CODE: HHM 4249-1

COURSE TITLE: FOOD AND BEVERAGE MANAGEMENT

DATE:15TH APRIL,2024 TIME:1100-1300HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section A and any other **TWO** in section B.

This paper consists of 3 printed pages. Please turn over

SECTION A: COMPULSORY

QUESTION ONE: (20MARKS)

- a. Describe the roles and responsibilities of food and beverage managers in the industry **(3 Marks)**
- b. Analyze **SIX** current trends and challenges faced by the industry **(6 Marks)**
- c. Discuss **FOUR** food and beverage marketing strategies **(4 Marks)**
- d. Explain **THREE** menu pricing strategies as employed in food and beverage operations **(3 Marks)**
- e. Expound on KPI (Key performance indicators) for food and beverage establishments **(4 Marks)**

SECTION B: (ANSWER ANY TWO QUESTIONS)

QUESTION TWO:

- a. Explain the importance of creating an exceptional dining experience **(5 Marks)**
- b. Discuss factors influencing customer satisfaction in food and beverage operations **(10 Marks)**

QUESTION THREE:

- a. Explain how an operation can cost control and ensure profitability is maintained in food and beverage operations **(7 Marks)**
- b. Discuss budgeting, forecasting, and financial analysis techniques used in the food and beverage industry **(8 Marks)**

QUESTION FOUR:

- a. Describe the procurement process and inventory management practices in food and beverage operations **(7 Marks)**
- b. Discuss the importance of food safety and sanitation practices in the industry **(8 Marks)**

QUESTION FIVE

- a. Explain the use of control systems in managing costs in food and beverage operations **(5 Marks)**
- b. Discuss the importance of portion control, standard operating procedures, and revenue control systems in ensuring profitability **(10 Marks)**

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