



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

TOURISM AND HOSPITALITY MANAGEMENT

SUBJECT: Food and Beverage Management PAPER NO: 534/SO6

NOVEMBER 2011 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1) Answer ALL questions in Section A
- 2) Answer any 4 questions in Section B

This paper consists of 2 printed pages.

SECTION A

QUESTION 1

With the aid of a diagram outline the micro and macro environment in which the food and beverage department operates. (20 marks)

SECTION B - Answer any 4 questions.

QUESTION 2

Define the following terms in relation to the food and beverage department:

- a) Merchandising (5 marks)
- b) Swot analysis (5 marks)
- c) Marketing Research (5 marks)
- d) Marketing mix (5 marks)

QUESTION 3

With reference to the basic menu criteria, analyse how each of the 5 factors can be used as a selling tool. (20 marks)

QUESTION 4 - ability of kitchen staff
- availability of equipment
- restaurant capacity - season
- retention

Identify the 5 basic factors to consider when planning a menu. (20 marks)

QUESTION 5

Differentiate between industrial and function catering, taking into consideration the type of a customer, product/menu, food production styles and food service style. (20 marks)

QUESTION 6

Outline the meal experience factors. (20 marks)
social, business, civilized meal, atmosphere

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