



KISII UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF CERTIFICATE IN HOTEL AND HOSPITALITY MANAGEMENT

FIRST SEMESTER 2023/2024

[AUGUST-DECEMBER, 2023]

CHHM 00240: INTRODUCTION TO FOOD AND BEVERAGE SALES

STREAM: Y1 S1

TIME: 2 HOURS

DAY: THURSDAY, 9.00 – 11.00 A.M.

DATE: 30/11/2023

INSTRUCTIONS

1. Do not write anything on this question paper.

2. Answer Questions ONE and any other THREE Questions

QUESTION ONE

- a) Explain the historical background of the hospitality industry (6 marks)
- b) What are the duties of the food and beverage department (6 marks)
- c) Explain five ways of marketing a food and beverage product (5 marks)
- d) Explain the 4 Ps of marketing in food and beverage industry (4 marks)
- e) Explain the responsibilities of a banquet manager (4 marks)

QUESTION TWO

Discuss the key marketing strategies for a food and beverage business

(15marks)

QUESTION THREE

Discuss the structure of food and beverage service department

(15 marks)

QUESTIONFOUR

Discuss various factors to consider when purchasing food and service equipment (15 marks)

QUESTIONFIVE

Discuss the sequence of service in food and beverage service (15 marks)