

2802/304

2819/304

**FOOD AND BEVERAGE SERVICE AND  
SALES MANAGEMENT THEORY**

June/July 2022

Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT  
DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT  
MODULE III**

**FOOD AND BEVERAGE SERVICE AND SALES MANAGEMENT THEORY**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of SIX questions.*

*Answer any FIVE questions in the answer booklet provided.*

*All the questions carry equal marks.*

*Candidates should answer the questions in English.*

**This paper consists of 2 printed pages.**

**Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.**

1. (a) (i) Explain the difference between cream tea and high tea. (4 marks)
- (ii) Identify **eight** items required for cream tea cover. (4 marks)
- (b) Outline the procedure for calculating the total number of waiters required in a restaurant. (4 marks)
- (c) Explain **four** work related traits of a supervisor. (8 marks)
2. (a) Identify **five** challenges of social media in the hospitality industry. (5 marks)
- (b) State **five** hygiene and safety rules to be observed during gueridon service. (5 marks)
- (c) Explain **five** benefits of line organization in a catering establishment. (10 marks)
3. (a) Outline the procedure for taking bookings by telephone. (4 marks)
- (b) State **six** reasons why the sommelier should have knowledge on the characteristics of different types of wine. (6 marks)
- (c) Explain **five** challenges faced by catering managers in the hotel industry. (10 marks)
4. (a) Differentiate between drive-thru and drive-in methods of service. (4 marks)
- (b) Explain **four** factors that make a menu a selling tool. (8 marks)
- (c) Describe **four** ways in which waiting staff may save time during service. (8 marks)
5. (a) Highlight **four** factors that determine the seating arrangement in a dining area. (4 marks)
- (b) State **three** responsibilities of each of the following staff:
  - (i) events head wine waiter; (3 marks)
  - (ii) banqueting head waiter. (3 marks)
- (c) Explain **five** factors to consider when decorating a restaurant. (10 marks)
6. (a) Highlight **four** indicators of service staff job dissatisfaction. (4 marks)
- (b) Explain **four** types of sales promotion used in food service operations. (8 marks)
- (c) Describe **four** wine characteristics that guide a waiter in matching wine with food. (8 marks)

**THIS IS THE LAST PRINTED PAGE.**