



**FACULTY OF HOSPITALTY AND TOURISM
SCHOOL OF HOSPITALITY
FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **FBS1504 INTRODUCTION TO FOOD AND BEVERAGE OPERATIONS**
Semester & Year : January – April 2020
Lecturer/Examiner : Mr.Gobein
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

This question paper consists of:

- 1. FOUR (4) scenario based questions. Answers ALL question written in the Answer script.**

- 2. This question paper must be submitted along with the typed answer script.**

<p><u>WARNING:</u> The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.</p>
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Total Number of pages = 3 (Including the cover page)

INSTRUCTION(S): FOUR (4) scenario based questions. Answers **ALL** question written in the Answer script.

Question 1

In general, there are three levels of managers in a restaurant operation. **Top level managers, middle level managers and supervisors.**

The positions associated with each level vary by property, so are the duties assigned to each position. Top level managers are concerned with long term plans and goals.

Middle managers are concerned with shorter term goals and typically are less concerned with major issues affecting the business environment. The supervisors are concerned with short term goals, representing higher levels of management to employees and, at the same time, transfer employee wishes and concerns upwards.

Explain and briefly describe the job positions to fill the top, middle and supervisory levels.

(30 marks)

Question 2

Complaints improves business because they bring things to light that may also be dissatisfying to others. It is wise not to lose current customers due to the difficulty in attracting new ones. Word of mouth from unhappy guests is destructive.

It is better to solve the problem for the current unhappy guest and future guests than pay to advertise for new customers.

A guest complaining about slow service and poor food might be handled by taking the complaint seriously.

Describe the **“Do’s”** and **“Don’ts”** when handling complaints by using examples of listening, body language, apologize and freebies.

(30 marks)

Question 3

Food and beverage (or foodservice) operations include various types of restaurants (bistros, brasseries, coffee shops, first class/fine dining, ethnic, themed), cafes, cafeterias, takeaways, canteens, function rooms, tray service operations, lounge service operations, home delivery operations and room service operations for hotel guests.

Explain and describe **5 types** of restaurant operations with relevant examples.

(20 marks)

Question 4

There are many different kinds of food and beverage operation, designed to meet a wide range of demand. These different types of operation are designed for the needs people have at a particular time, rather than for the type of people they are. For example, a person may be a business customer during the week, but a member of a family at the weekend; they may want a quick lunch on one occasion, a snack while travelling on another and a meal with the family on another occasion. Additionally, the same person may wish to book a wedding or organise some other special occasion. The main aim of food and beverage operations is to achieve customer satisfaction.

Analysis the main aims of food and beverage operations to achieve customer satisfaction. In other words, to meet the customers' **needs** with relevant examples.

(20 marks)

(100 marks)

END OF EXAM PAPER