

FACULTY OF HOSPITALITY 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 2021
Lecturer/Examiner : Mr Aidil Ikram Bin Abdullah
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (70 marks) : SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (30 marks) : Answer the essay question in not less than 250 words or one full page. Answer the question in the Answer Booklet(s) provided
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: 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.

Total Number of pages = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : **SIX (6)** short answer questions. Answers are to be written in the answer booklet provided

1. Part of the enjoyment of eating out is the way the food is served by skilled servers who have converted their trade into an art. Each great civilization has brought with it, its own style of service that has become universally known and accepted. Food and beverage establishment has a different kind of types of service. Define each type of service below.

- a. English service (5 Marks)
- b. American service (5 Marks)
- c. Gueridon service (5 Marks)
- d. Buffet service (5 Marks)

2. Service the total experience that a customer gets through people, when satisfying a need. In the total experience, service touches all the senses of discerning customer. Each component will create a different outcome for different individual. **Define FIVE (5) components of senses as the experience in the Food and Beverage industry.**

(10 Marks)

3. A menu is a valuable tool for selling an establishment and its services. There are various Types of menu or classes of menu available. Describe **FIVE (5)** characteristics of ***A la carte menu*** and ***Table d'hôte menu***.

- a) **FIVE (5)** characteristics of A la carte menu (5 Marks)
- b) **FIVE (5)** characteristics of Table d'hôte menu (5 Marks)

4. Sole trader is the most straightforward structure for a business. Basically it means the business is owned and all the decisions are being made by one person. **EXPLAIN FIVE (5) advantages and FIVE (5) disadvantages of sole trader for the business owner.**

a) **FIVE (5) Advantages of sole trader** (5 Marks)

b) **FIVE (5) Disadvantages of sole trader** (5 Marks)

5. Describe the characteristic of below meal periods.

a) Breakfast (2 Marks)

b) Brunch (4 Marks)

c) Lunch (4 Marks)

6. Food Service Facility" means restaurants, coffee shops, cafeterias, or similar places in which food and beverage is prepared for sale or included in the package. Describe in detail the following characteristic of food and beverage service facilities:

i. Cafe (2 Marks)

ii Grill Room (2 Marks)

iii. First Class Restaurant (2 Marks)

iv. Specialty and Ethnic Restaurant (2 Marks)

v. School (2 Marks)

END OF PART A

PART B : ESSAY QUESTION (30 MARKS)

INSTRUCTION(S) : Answer the question **NOT** less than 1 page in the Answer Booklet(s) provided.

Guest's complaint about slow service and poor quality of food need to be handled by taking the complain seriously. Explain how you would handle the complain by using these methods, *Listening, Body Language, Apologize, Freebies and conclusion.*

(30 Marks)

END OF EXAM PAPER