

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 : May – August 2024
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) : **FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**
PART B (30 marks) : **Answer the essay question not less 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : **FOUR (4)** short answer questions. Answers are to be written in the answer booklet provided

1. Food and beverage establishment has a different type of services. Define what American service is and provide examples. (20 Marks)
2. Explain **TEN (10)** important techniques that you need to follow when serving iced water to the guest. (10 Marks)
3. Suggestive selling is one of the main methods used in food and beverage industry to increase the revenue of business. **EXPLAIN** with examples what suggestive selling is. (20 Marks)
4. Sole trader is the most straightforward structure for a business. **EXPLAIN** with examples the advantages and disadvantages of sole trader for a business owner.
 - a) Advantages of sole trader (10 Marks)
 - b) Disadvantages of sole trader (10 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.

Restaurant managers have different duties depending on where they work. In most restaurants and food service facilities, the manager is assisted by one or more assistants. Discuss with relevant examples the role of a manager in a restaurant.

(30 Marks)

END OF EXAM PAPER