



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

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

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

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (70 marks) : FIVE (5) 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 : FIVE (5) short answer questions. Answers are to be written in the answer booklet provided

1. Describe the service techniques and procedures of the following types of services and list down their advantages and disadvantages of the food and beverage establishment.

- a. American service
- b. Gueridon service
- c. French service
- d. Russian Service
- e. English Service

(10 marks)

2. You have just started working as a full time server. Mr.Jack, an angry customer asked you to go over to his table. He has found a hair in his drink and he wants to complain. Discuss how you would handle this customer on a step by step basis and the purpose of a comment card in such cases.

(10 marks)

3. From the food and beverage operator's point of view it is important to recognize that the Customer's needs may vary and that food and beverage operators should be aware of factors that might affect the customer's meal experience. Much research has been carried out in recent years. Identify and explain the necessary factors involved.

(20 marks)

4. Identify **FIVE (5)** types of restaurants found in Malaysia and explain their characteristics.

(20 marks)

5. You have recently been appointed as the Restaurant Manager of the Samplings on the 14th. Your first task is to look into ways of reducing the high cost of operating the restaurant. Identify and briefly explain **TEN (10)** different methods your staff can implement and practice to reduce the cost of operating the restaurant.

(10 marks)

END OF PART A

PART B : ESSAY QUESTION (30 MARKS)

INSTRUCTION(S): Answers are to be written in the Answer Booklet provided.

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.

Draw an organization chart of a typical restaurant to illustrate the hierarchy and job positions to fill the top, middle and supervisory levels. For each illustrated position, briefly describe the staffs responsibility and job description.

(30 marks)

END OF EXAM PAPER