



**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 : September – December 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(S): FIVE (5) short answer questions. Answers are to be written in the answer booklet provided

1. Explain how the following factors may determine a customer's choice of meal experience:
 - a. Social
 - b. Business
 - c. Atmosphere and service
 - d. Price

(20 marks)

2. 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 **TEN (10)** areas which incur cost when serving food and beverage and briefly explain the method your staff can implement and practice to reduce cost of operating the restaurant.

(10 marks)

3. Food and beverage facilities are divided into **TWO (2)** categories - commercial food service and institutional food service. Describe the characteristic of each food service category and give **TWO (2)** examples for each category.

(10 marks)

4. Prior to the commencement of food service, it is important that the food service attendant has information about menu items and options.

Samplings on the 14th

Starter

Tempura squid on warm noodle salad with honey sesame dressing
or
Grilled polenta topped with mushroom ragout, a parmesan crisp and drizzled with rosemary-infused olive oil

Main Course

Char-grilled lamb rump served with red wine and eggplant risotto and citrus mascarpone
or
Pan-fried chicken breast with roasted red onion and linguini in tomato and basil broth

Dessert

Baked Vanilla Lime Tart
or
Poached pears in white wine with baked ricotta and saffron syrup

- a) Name and explain the type of menu above. (2marks)
- b) What information would a food service attendant need to know about the menu items to assist a guest? Provide two examples. (2 marks)
- c) Assign the correct and suitable cutleries for each course. (6 marks)

5. 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 its own style of service that has become universally known and accepted. A food and beverage establishment has different kinds of service. Describe the **FOUR (4)** styles of service.
- a. English service
 - b. American service
 - c. Russian service
 - d. Buffet service

(20 marks)

END OF PART A

PART B : ESSAY QUESTION (30 MARKS)

INSTRUCTION(S): Answer the essay question in not less than 250 words or one full page. Answer the question in the Answer Booklet(s) provided.

Be sure to write in sentences and paragraphs.

Complaints improve 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)

END OF EXAM PAPER