

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 : September –December 2022
Lecturer/Examiner : Mr Aidil Ikram Bin Abdullah
Duration : 3 Hours

INSTRUCTONS 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 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) : FIVE (5) 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 (10 Marks)
 - b. Gueridon service (5 Marks)
 - c. Buffet service (5 Marks)
2. Suggestive selling is one of the main method used in food and beverage industry to increase the revenue of business. **EXPLAIN** what is suggestive selling and give **TEN (10)** examples of suggestive selling. (10 Marks)
3. 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** with examples **FIVE (5)** advantages and **FIVE (5)** disadvantages of sole trader for the business owner.
 - a) **FIVE (5)** Advantages of sole trader (10 Marks)
 - b) **FIVE (5)** Disadvantages of sole trader (10 Marks)
4. As the Restaurant Supervisor of the day, you will be conducting the Pre- Service briefing before the Upper Eastside Cafe is open for operation. Explain **TEN (10)** points that you will discuss with the service team during that briefing. (10 Marks)
5. Explain with examples what is **Business format franchise** and **Management franchise**.
 - a) Business format franchise (5 Marks)
 - b) Management franchise (5 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.

Providing a great guest experience is a cycle of events that consist of *theme, environment, sight and sounds, guest expectation and employee satisfaction*.

Discuss these elements with relevant examples.

(30 Marks)

END OF EXAM PAPER