

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 2023
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. 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)

2. 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: (10 Marks)

3. 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:

a. Cafe (2 Marks)

b. Grill Room (2 Marks)

c. First Class Restaurant (2 Marks)

d. Specialty and Ethnic Restaurant (2 Marks)

e. School (2 Marks)

4. Describe the characteristic of meal periods below.

a. Lunch (4 Marks)

b. Dinner (4 Marks)

c. Supper (2 Marks)

5. Food and beverage establishment has a different type of services. Define the type of services below.

a. French service (10 Marks)

b. American service (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