Instructions to candidates:

Answer ALL questions

The maximum marks for each part of a question are as shown.

This paper consists of 2 printed pages
1. Discuss why the physical environment is important to a hospitality premises. (20 marks)

2. Discuss any five sales promotion tools that could be used at the point of sale to maximize profits. (20 marks)

3. (a) Illustrate using a chart the food and beverage outlets. (8 ½ marks)
   (b) Explain the main sectors of Food and Beverage outlets, illustrate in (3a) (8 marks)
   (c) Analyze the areas of overlap between sectors of Food and Beverage outlets. (3½ marks)

4. Explain the following terms of bar and cellar control.
   (a) Goods received book (4 marks)
   (b) Ullage, allowance, off sales book (4 marks)
   (c) Requisition (4 marks)
   (d) Cellar control procedures (8 marks)

5. (a) Discuss the principle of distillation of spirits (8 marks)
   (b) Discuss a distillation process that could be used to produce full bodied spirit. (12 mark)