



THE KENYA POLYTECHNIC UNIVERSITY COLLEGE

**DEPARTMENT OF INSTITUTIONAL MANAGEMENT
HIGHER DIPLOMA IN CATERING & ACCOMMODATION MANAGEMENT
END OF YEAR 1 EXAMINATIONS
NOVEMBER 2007
FOOD & BEVERAGE SERVICE THEORY
3 HOURS**

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)