



FACULTY OF MANAGEMENT

November Examination

DEPARTMENT

Hospitality Management

MODULE FOOD & BEVERAGE STUDIES II

CODE FBS21T1

DATE 7 NOVEMBER 2014

DURATION 2 HOURS

TIME 09:00-11:00

TOTAL MARKS 100

EXAMINERS MRS N ZUNGU

EXTERNAL MODERATOR MR D BRAIN

NUMBER OF PAGES 3 PAGES

INSTRUCTIONS TO CANDIDATES:

- Answer all questions
- This is a closed book assessment
- Read the questions carefully and answer only what is asked.
- Number your answers clearly
- Write neatly and legibly
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

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QUESTION 1

- 1.1 What is a server intervention programme? (5)
- 1.2 Briefly discuss three goals of the above mentioned programme. (3X5=15)
[20]
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QUESTION 2

- 2.1 Briefly discuss the storage of cigars (5)
- 2.2 Name five types of alcohol that complement cigars. (5)
- 2.3 Discuss the making of hand rolled cigars, making special reference to the anatomy, colours, shapes and sizes of cigars. (10)
[20]
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QUESTION 3

Food and beverage control: defined as the **guidance** and **regulation** of the costs and revenue of operating the catering activity in hotels restaurants and other establishment

- 3.1 Describe three control measures that should be in place for each of five stages in the operational phase of the above mentioned system (5X3=15)
- 3.2 Establishment and maintenance is described as one of the objectives of the above mentioned system, why? (5)
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QUESTION 4

- 4.1 New legislation in your city which is aimed at reducing the spread of prostitution and AIDS requires all accommodation places to ask the guests for proof identity and to send a copy of the guest register on a weekly basis to a new government department. This legislation is designed to identify prostitutes and promiscuous people. **What are the ramifications of this action?** (5)
- 4.2 Marketing environment of any business is considered important. How would employees of a restaurant influence its marketing environment negatively (5)
- 4.3 There are special characteristics of the Hospitality industry that affects the marketing of its services. Discuss this statement. (10)
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QUESTION 5

Define the following terms:

5.1 Treifah	(5)
5.2 Halaal	(5)
5.2 Kosher	(5)
5.2 Vegetarianism	(5)
	[20]

TOTAL: 100 MARKS

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