



# FACULTY OF MANAGEMENT

## Final Examination

**DEPARTMENT**

Hospitality Management

**MODULE** FOOD & BEVERAGE STUDIES III

**CODE** FBS31T1

**DATE** 17 JUNE 2014

**DURATION** 2 HOURS

**TIME** 14:00-16:00

**TOTAL MARKS** 100

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**EXAMINERS** MR A D BRAIN  
MRS N ZUNGU

**EXTERNAL MODERATOR** PROF J KEARNEY

**NUMBER OF PAGES** 8 PAGES INCLUDING 1 ANNEXURE

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### **INSTRUCTIONS TO CANDIDATES:**

- **ANSWER EACH SECTION IN A SEPARATE EXAMINATION SCRIPT**
- 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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## SECTION A: EVENT MANAGEMENT

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### QUESTION 1

You are the Banqueting Manager of a conference centre and one of your main responsibilities is the allocation of the various rooms for the functions held there. The following medieval banquet is due to be held in one of your banqueting suites. Calculate the minimum dimensions required to accommodate this event. Supply a final correct table layout sketch with your answer. Your table size is 1.8m x 0.75m.

An “E-Shaped” table with four (4) legs for 60 people of which 8 are seated at the head.

[10]

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### QUESTION 2

Read the attached case study in Annexure A and answer the following questions:

- 2.1 Briefly discuss the evolvement of the Soweto Wine Festival from its creation till 2010 as well as the possible causes that led to this evolvement (6)
- 2.2 Sponsorship often plays a major role in the successful execution of events. Discuss the various ways that the Soweto Wine Festival services the needs of the different sponsors (4)
- 2.3 Do a brief SWOT analysis of this event. Identify two (2) aspects per area of the SWOT analysis. (8)
- 2.4 Identify the various stakeholders of this event and the role they play in making this event a success. (5)

[23]

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### QUESTION 3

Discuss five (5) factors that play a role in appearance as an important aspect of wine list and menu design:

[5]

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**QUESTION 4**

**Discuss** the following project management approaches to costing and estimating an event:

- 4.1 Top-down estimating (2)
  - 4.2 Bottom-up estimating (2)
  - 4.3 Parametric estimating (2)
- [6]**

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**QUESTION 5**

As the planning manager of a soon to be built budget hotel, you have to introduce vending machines into the operation. What factors must be considered before purchasing these machines? Discuss six (6) factors.

**[8]**

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**TOTAL SECTION A: 50 MARKS**

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**SECTION B: FOOD & BEVERAGE OPERATIONS**

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**QUESTION 6**

- 6.1 Controlling and reducing labour costs and simultaneously increasing labour productivity have been growing challenges for many years among managers of all types of foodservice operation. Discuss these challenges. (5)
- 6.2 Briefly describe **informalisation** and include the **impact** it has on labour control in the South African Hospitality industry. (4)
- 6.3 According to research done by **Labour Research Service**, South Africa, 2012. It was noted that there are high and increasing levels of immigrant workers in the workplaces. Discuss how the above statement **impacts** on labour issues in hotels and restaurants in South Africa (4)

**[13]**

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**QUESTION 7**

- 7.1 Differentiate the following terms: **design, physical, layout** (3)
- 7.2 In detail **discuss** the new trends affecting foodservice design (10)
- 7.3 Evaluate the safety features of the industrial kitchen at STH (10)

**[23]**



**QUESTION 8**

8.1 Discuss four (4) **fixed price** contracts used for buying food commodities in a food and beverage operation and give an example of food item to be covered by that contract

**[8]**

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**QUESTION 9**

9.1 Define the following retail terminology:

- 9.1.1 Corporate Chain (1)
- 9.1.2 Corporate Structure (1)
- 9.1.3 Contractually Licensed and Individually Operated (2)
- 9.1.4 Competitive pricing (2)

**[6]**

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**TOTAL SECTION A: 50 MARKS**

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**TOTAL: 100 MARKS**

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## **ANNEXURE A**

### **Welcome to the 6th annual Soweto Wine Festival 2010.**

It is fitting that this festival is making history by being the most successful trend-setting annual lifestyle event held in Soweto. The Sowetan newspaper on September 11, 2009 stated: **“It could arguably be designated Soweto's Party of the Year”**.

The Soweto Wine Festival has built up cult status over the past 6 years. It is all about having fun and learning about wine in a safe and vibrant atmosphere. **And 2010 is bigger and better!** The festival is being increased to **3 evenings** plus we are **adding a large marquee** so there is comfortable space for everyone to taste the wines and have the time of your lives.

This popular festival attracted over 5520 visitors in 2009, and we expect in excess of 6500 visitors in 2010. But it is not the quantity on people at the festival that is important, but the **quality** of these **most hip and happening trend-setters** that this festival attracts.

The festival calls on you to dress to impress, taste as many of the wines possible and take a short class pairing traditional food with different styles and cultivars i.e. red and white, sweet and dry, as well as fortified, sparkling and Cap Classique wines. But most importantly ‘find **THE ONE**. This wine is the one that tickles your taste buds, lingers in flavour and fits you like an Armani suit.

It is at the Soweto Wine Festival where you will find it. You just have to sip your way through Nederberg, Saints, Angels Tears to Stellekaya wines to name a few, and don't stop until you find THE ONE.

Festival visitors include a large VIP set of high-ranking Government Officials; CEO's of multi-national companies; celebrities and local and national trendsetters - the 'Who's Who' of South Africa's social elite.

### **There are several much anticipated changes to the 2010 Soweto Wine Festival**

- The festival will be **increased to 3 evenings** (Thurs, Fri & Sat) to cope with increased visitors.
- **A large marquee will be added to the side** of the hall to cope with crowd capacity, which reached full capacity in the hall in 2009
- A **new business section** will be introduced offering information and courses on **employment and careers in wine a full wine as well as a business model** for those interested in running a franchised township wine festival or opening up your own wine retail store



### **Exhibitor Information**

**Given the enormous success of the 2009 Soweto Wine Festival, we are delighted to announce the expansion of the 6th annual Soweto Wine Festival to three nights with double the venue space.**

<b>Standard Stand Package @ R5, 200 + VAT</b>
<b>Loyalty Stand Package (4 year attendance) – R4,700 + VAT</b> (Loyalty Stand fee is for those producers who have supported us over the past four years)
<b>Special Stand @ R 60, 000 + VAT</b> - 3m x 3m shell stand - This special stand includes the stand walls, one printed panel on the back wall, a counter and either a cocktail table with two chairs or a cafe style table with 2 chairs. A wine rack or display shelf where you can display your wine

#### **All Wine Exhibitor Package includes:**

10% discount on First Car Rental car hire deals
Two tasting glasses
Table with table cloth overlay and one chair
Mineral water
Ice buckets and ice
Water biscuits
10 exhibitor passes for the show
Additional exhibitor passes are available at an additional cost and must be purchased before Friday 27th August 2010 at R30.00 per ticket
Access to Norman Goodfellows sales network (a special designated area will be set up for all sales)

**Parking:** Exhibitor parking is available in the main public parking area: Exhibitor and public parking entrance is located approx. 100 metres PRIOR to the main entrance. This area is secure within the university grounds and will be staffed by full time private security. VIP Parking is available via the main gate and situated by the entrance to the university, on Chris Hani Road

**Transport:** For those who do not wish to drive to the Soweto Wine Festival, a shuttle service is available.

<b>Town Lodge, Grayston Drive, Sandown 2196</b>
Depart Thursday 3.30 pm
Depart Friday 3.30 pm
Depart Saturday 5 pm
<b>Cost per person return per day: R90</b>



## SOWETO'S PREMIER WINE & LIFESTYLE FESTIVAL: NEW 2010 DEVELOPMENTS

- There are several much-anticipated changes to the 2010 festival format. **Firstly**, the festival will be increased to three evenings to cope with the increase in visitors.
- **Secondly**, a large marquee will be added to the side of the main hall, which reached full capacity in 2009. Thirdly, we will be launching a business arena at the 2010 festival to showcase **Careers in Wine, Wine Education** and the **economy of wine**.
- And **finally**, some of South Africa's finest chefs and wine tutors will be hosting free lecture sessions on how to match traditional food with your favourite wines, Soweto-style! We look forward to another fantastic festival.

**THE VIP PLATINUM LOUNGE (Thursday, 2nd September 2010)** is reserved for VIP guests, stakeholders and press. There are only 200 VIP invitations available per evening Thursday evening is also press evening and there will be a special media room allocated off the VIP Lounge that will assist media in all their needs

**THE VIP GOLD LOUNGE (Friday 3<sup>rd</sup> and Saturday 4th September 2010)** is reserved for gold sponsors. Networking, live music, free-flowing wine and food are reserved for Gold Sponsor guests and VIPs. Tickets are limited to 300 per evening.

### THE WINE CLASS (Pairing Food and Wine Soweto-Style!)

- Enjoy a tutored tasting by professionals in The Wine Class.
- Learn how to match traditional food with different wines
- Two one-hour sessions will be held each evening
- Each class holds a maximum 40 people
- Wine experts and world-renowned chefs host the sessions

### NEW IN 2010: BUSINESS ARENA SHOWCASING:

- Information on careers in wine,
- Information on wine education,
- How to start a wine retail store,
- Information on wine, trade and industry,
- Information on wine and tourism.

The Wine Lovers Competition is open to all visitors to the festival. Winners are selected every hour on the hour. The only stipulation is that the winners have to be at the festival and collect their prizes at the time of the draw. Entry is R60 per person, includes a free wine glass, festival tasting booklet and over 800 wines to taste

### Ticket Outlets:

<b>Pick n Pay</b>   Boksburg, Norwood, Princess Crossing, Soweto, Greenstone, Steeledale, Woodmead, Northgate
<b>Soweto Wine Festival entrance</b>
<b>Cape Wine Academy</b> 011 783 45 85
<b>Morara Wine Emporium in Soweto</b> 011 982 2290

### Parking:

- **VISITORS** - Festival parking is 100m **PRIOR TO** the UJ main entrance
- **VIP/Exhibitor** parking is at the UJ main entrance.



## History

The idea of having a wine festival in Soweto was borne around a braai in Pretoria in 2004 between neighbours Lyn Woodward (an original member) and Mnikelo Mangciphu (co-founding active member). They were drinking wine out of Soweto Beer Festival glasses, and several glasses later, thought what a good idea it would be to have a Wine Festival.

It was the right time to start introducing South Africa's quality wines to the remaining 80% of our population. Wine is not for white South African's only to enjoy. It should be a way of life for all South Africans. Six years later, the Soweto Wine Festival is Mzansi's favourite wine festival and THE place to be seen.

Co-founding member of the Soweto Wine Festival is Mnikelo Mangciphu who is the owner/manager of the only wine shop in Soweto – Morara Wine & Spirit Emporium, which he launched after the first Soweto Wine Festival in 2005. The other co-founding member of the festival is Marilyn Cooper who is a Cape Wine Master and is also the Managing Director of the Cape Wine Academy based in Johannesburg. Mnikelo Mangciphu, one of the festivals founding members and owner of Soweto's first wine shop, Morara Wine Emporium, says that this festival is dedicated to encouraging, educating and growing black wine drinkers in Mzansi

There is an unspoken pride and awareness that all new trends start with Sowetans. Shifting lifestyle drinking habits to include our world-famous wines is very much part of the festival history, and definitely a part of Soweto's trending-setting tradition. To shift the black market's perceptions of wine drinking and wine drinkers, the festival focus is on integrating wine into black people's homes and enhancing their existing lifestyles. Visitors want to learn about food and wine combinations – but Sowetan Style.

In 2005, the first festival was held over three days at Ubuntu Kraal in Orlando West, was attended by 1500 members of the public and was officially opened by the then Minister of Agriculture Thoka Didiza. 82 wineries came to that first festival, filled with great excitement; many had never been into a township before. Standard Bank has been the major sponsor of this festival, but due to the economic downturn of the last 2 years, they will not be playing a role in the 2010 festival. There are many other lesser sponsors that are still involved with the festival, such as: The Cradle of Humankind – Maropeng, DSTV, Pick n Pay, The Sowetan, etc.

The following year the festival moved to the present premises, the University of Johannesburg, Soweto Campus, which has proved to be a far more suitable and more accessible venue, with larger safe parking. Over 3000 people attended the Soweto Wine and Brandy festival, and all had a great time.

In 2007, we had 94 different wineries with over 800 labels to entice the 4225 visitors that came through our doors. It was also the first year we invited big brand sponsors to participate in the festival.

2008 brought 105 exhibitors with over 850 wines to taste and 4365 visitors to taste them. The hall was packed to seams, to the point we had to stop selling tickets early. This year included an 'edutainment' element to the festival called the Pick n Pay Wine Class.

In 2009, we had 103 wineries exhibiting with over 800 wines and 5520 visitors attending. 2009 was so packed that doors closed 2 hours after opening. We have learnt our lesson - Sowetans LOVE South African Wine!

For 2010 we have increased the festival to 3 evenings and have doubled capacity by building a large marquee.

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