



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism and Hospitality
CAMPUS(ES)	APB
MODULE NAME	FOOD AND BEVERAGE STUDIES III
MODULE CODE	FBS03A3/FBS31T1
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	SUPPLEMENTARY SUMMATIVE ASSESSMENT OPPORTUNITY 2019

ASSESSMENT DATE	XXX 2019	SESSION	
ASSESSOR(S)	Mr AD Brain & Mr RS Urwin		
MODERATOR(S)	Mrs D Lombard		
DURATION	2 Hours (120min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	7
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INFORMATION/INSTRUCTIONS:

- Question papers must be handed in.
- Please answer **each section** in a different answer booklet.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly and in **pen only**.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

SECTION A: EVENT MANAGEMENT**QUESTION 1****[6 MARKS]**

Discuss the following event classifications, giving appropriate examples of events held in South Africa to illustrate your answers:

1.1 MICE Events (3)

1.2 Mega Events (3)

QUESTION 2**[20 MARKS]**

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

2.1 Briefly discuss the evolvement of the Lusito Land Festival from its creation till 2015 as well as the possible causes that led to this evolvement (2)

2.2 Do a brief SWOT analysis of this event. Identify two (2) aspects per area of the SWOT analysis. (8)

2.3 Identify the five (5) stakeholders of this event and the role they play in making this event a success. (10)

QUESTION 3**[10 MARKS]**

You are the Banqueting Manager of a newly built conference centre and one of your main responsibilities is the allocation of the various rooms for the functions held there. Calculate the minimum dimensions for the following formal dinner (include your final sketches). Table size is 1.8m x 0.75m:

An E-Shaped table with 6 people at the head accommodating a total of 60 people

QUESTION 4**[6 MARKS]**

Discuss the three (3) different project management approaches to costing and estimating an event:

QUESTION 5**[8 MARKS]**

When developing an Integrated Marketing Communication (IMC) Strategy, an event manager must understand the four (4) sources of Brand Messages. Discuss these four (4) sources using appropriate examples to clarify each source.

SECTION B: OPERATIONS**QUESTION 6****[10 MARKS]**

- 6.1 Briefly describe **informalisation** and include the **impact** it has on labour control in the South African Hospitality industry. (5)
- 6.2 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 (5)

QUESTION 7**[22 MARKS]**

- 7.1 Define the following terms: design, physical, layout (6)
- 7.2 In detail **discuss** the new trends affecting foodservice design (10)
- 7.3 Evaluate the safety features of the industrial kitchen at STH (6)

QUESTION 8**[8 MARKS]**

Discuss four (4) **informal buying methods** used for buying food commodities in a food and beverage operation and give an example of food items to be covered by that contract.

QUESTION 9**[10 MARKS]**

- 9.1 Why is sales promotion important in the Hospitality Industry. (1)
- 9.2 Explain to a new food and beverage manager some guidelines used for development of a successful promotion (4)
- 9.3 There are many ways retailers can be categorized depending on the characteristics being evaluated. Discuss retailers under the following categories:
- 9.3.1 Pricing strategy (3)
- 9.3.2 Target market being served (2)

ANNEXURE A



Lusito Land, Joburg's hottest family festival is back in 2015 with some of the finest South African musicians and bands taking to the stage as well some of the city's tastiest Portuguese cuisine sizzling on the grills. The festival runs from 24 April to 3 May 2015 at Wemmer Pan at Pioneer Park in La Rochelle in the south of Johannesburg. The Lusito Land Festival sees more than 160 000 visitors each year.

"This year's festival promises to be the best one we have ever put on and we have gone all out to make sure that all our visitors have a great time that exceeds all expectations," said Noemia Contente, spokesperson from the Lusito Association for the Physically and Mentally Challenged.

Lusito Land first opened its doors in 1981 as a festival that celebrated the Portuguese tradition and culture. Over the last 34 years, it has evolved into a festival celebrated by the many cultures that make up Johannesburg and Gauteng. The Portuguese tradition has however been sustained in the wonderful traditional flavours of the fine cuisine that is an important facet in the Portuguese heritage.

Lusito Land has proven to be a crowd-pleaser and was voted no fewer than 11 times as "Best Festival" by Leisure Options Magazine readers. 160,000 visitors annually walk through the gates and proving it to be the ideal family day out ahead of Gauteng's winter months.

Lusito Land is at Wemmer Pan, Pioneers Park, corner of 11th Street and Turf Road, La Rochelle. Open from 10h00 to 22h00 on weekdays, 10h00 to 23h00 on weekends and public holidays and 10h00 to 19h00 on Sunday 3 May 2015. All proceeds from Lusito Land go to the Lusito Association for the Physically and Mentally Challenged.

Lusito Portuguese Association for the Challenged.

The Lusito Land festival is an important part of the Lusito Association as it is the primary fundraiser for the organization. 100% of all funds raised from the Lusito Land Festival go directly to the maintenance and building of the Lusito School for the Challenged.

The Lusito Association was established in 1979 by a group of Portuguese parents who found a need for a school for the differently abled within the Portuguese community. The Lusito Association started the first Lusito School under the auspices of the Mental Health Society of the Witwatersrand and has subsequently grown with the school.

The Association is comprised of an Executive Committee and an Administrative Committee who are committed to improving the lives of the differently abled.

Mission: To support the Lusito School in equipping each learner as best possible for their passage through life.

The Lusito School

The Lusito School, located in the south of Johannesburg, started of as a small day care centre and has developed into a fully-fledged school for the differently abled. Today, the school has more than 60 learners who come from South Africa and other parts of Africa. This school no longer offers a vital service solely to the Portuguese community but support differently abled people from all cultures and backgrounds.

The parents of the learners are offered invaluable support. They are kept up-to-date with their children's progress and the educators are available for consultation and guidance. Presently the school cares for individuals with Cerebral Palsy, learning disabilities, traumatic brain injury, Down's Syndrome and other syndromes.

The school has now been divided into two sections, the stimulation centre and the workshop.

Entertainment Programme 2015		
FRIDAY, 24TH APRIL		
18h00 - 19h00	DJ Rix	
19h15 - 20h15	<i>Small Paul</i>	SA DJ
20h30 - 21h30	<i>DJ Fresh</i>	SA DJ
CLOSING TIME 23H00		
SATURDAY, 25TH APRIL		
13h00 - 13h30	Dance School	
13h45 - 14h30	Los Ninos	Portuguese Band
14h30 - 15h00	Dance School	
15h00 - 15h45	Dario Bettencourt	Portuguese Male Solo
16h00 - 16h30	Dance School	
16h30 - 17h30	<i>Karli van Jaarsveld</i>	Afrikaans Artist
17h30 - 18h00	Jason da Costa	Portuguese Male Solo
18h00 - 18h45	<i>Ashlinn Gray</i>	South African Artist
19h00 - 19h45	<i>Choppa</i>	Mocambiquean Artist
20h00 - 20h20	Mario Hip Hop Academy	
20h30 - 21h30	<i>Mi Casa</i>	South African Artist
CLOSING TIME 23H00		
SUNDAY, 26TH APRIL		
13h30 - 14h00	Augusto Costa	Portuguese Male Solo
14h00 - 14h45	Manuel Escorcio	Portuguese Male Solo
14h45 - 15h30	<i>Jaysons Kings Hit Express Roadshow</i>	Tribute to the legends Music Show
15h30 - 16h00	Rancho TDN	Traditional Portuguese Folk

16h15 - 16h45	Jaysons Kings Hit Express Roadshow	Dancing Tribute to the legends Music Show
17h00 - 18h30	Lianie May	Afrikaans Artist
19h00 - 19h45	Rubber Duc	South African Artist
20h00 - 20h15	Mario Hip Hop Academy	
20h30 - 21h30	MonArk	South African Band
CLOSING TIME 23H00		

The Stalls and Fun Park:

The Lusito Land Festival has 147 stalls available for your shopping enjoyment. Products range from Portuguese décor to candy floss. Meander through our stalls and discover treasures.

For the more daring, there is a thrilling Fun Park with rides, for young and old, which are sure to keep your heart thumping.

The Food:

Fanatical about food? Then Throw away those restaurant guides get down to the Lusito Land Festival for a rich and diverse range of dishes and flavours that will blow your mind, and your taste buds.

Portuguese food is known for its tang and flavour, and the menus at the six restaurants, seven pubs, street cafés, and the stalls at Lusito Land will be no exception. Portugal's popular and timeless favourites – grilled piri piri chicken, chouriço, prego rolls, chicken livers, giblets and seafood, including prawns and calamari – are prepared as only the Portuguese can.

For those who love their meat, there's the mouth watering Espetada a Madeirense, beef chunks skewered on bay leaf tree branches and grilled over an open fire with coarse salt, or sample a juicy prego served on a traditional Portuguese bread roll. Alternatively, tuck into a chouriço, a Portuguese pork sausage grilled over an open flame.

Decadent dessert lovers can take a heavenly trip into the Portuguese world of sugar, pastries and all things nice. Small but incredibly satisfying, devour pasties de nata (custard tartlets) or the ever popular sugary farturas. Naturally, aromatic coffee and traditional cakes will also be there to tempt.

The best accompaniment for fine food is wonderful wine, and Portugal has some of the best in the world. If it's a thirst that needs quenching, sample the famous Caipirinha from Brazil, a truly wicked cocktail of cane, castor sugar and lemons. And to get the party started, try a Mozambiquean Penalty or Catembe – a red or white wine shandy.

Ticket Prices

R80	Teens/Adults
FREE	Children 0-5 years
R50	Children 6-12 years
R50	Senior Citizens

Information sourced from: <http://lusitoland.co.za/>

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