



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism and Hospitality
CAMPUS(ES)	APB
MODULE NAME	FOOD AND BEVERAGE OPERATIONS
MODULE CODE	FBOT2Y2
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Year End Main Examination November 2019

ASSESSMENT DATE	9 November 2019	SESSION	08:30 – 10:30
ASSESSOR(S)	Ms AN Melani		
MODERATOR(S)	Mrs N Zungu		
DURATION	120min	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	3
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INFORMATION/INSTRUCTIONS:

- Question papers must be handed in.
- 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.

QUESTION 1**[18]**

- 1.1 Name and discuss the three (3) types of food promotions and provide one example for each. (3x3=9)
- 1.2 There are several objectives for food sales promotions in the restaurant sector. Discuss five (5) objectives of these food sales promotions. (5)
- 1.3 Discuss the concept of Merchandising. (2)
- 1.4 As a future Restaurant manager, discuss a merchandising example that you would make use of in your restaurant. (2)
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Question 2**[20]**

- 2.1 Discuss the following topics regarding retailing.
- 2.1.1 Issues and concerns retailers face as they attempt to be successful. (5)
- 2.1.2 The three (3) pricing strategies used by retailers. (6)
- 2.1.3 Three (3) promotional techniques used by retailers to generate customer interest. (9)
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Question 3 - Labour Control**[27]**

- 3.1 Employee turnover is an issue that the hospitality industry has been faced with for many years. Briefly discuss five (5) possible reasons for high turnover in the Hospitality Industry. (5)
- 3.2 Staff retention is very important to any manager of an establishment. As a future restaurant manager, explain five (5) retention strategies you would make use of in your establishment to ensure a lower turnover rate? (5)
- 3.3 Why is the effective utilization of labour in the industry is difficult? Provide four (4) reasons. (4)
- 3.4 Controlling and reducing labour costs has been a growing challenge for many years amongst managers of all types of food service operations'.
- 3.4.1 **Justify**, why the above mentioned managers are expected to **control** labour costs. (5)
- 3.4.2 The terms **staffing** and **scheduling** are sometimes used interchangeably; in fact they refer to separate but interrelated functions. Differentiate these terms. (4)
- 3.4.3 Discuss ways in which overtime can be managed in a food and beverage operation (4)
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QUESTION 4**[17]**

- 4.1 Define the following terms in the context of an industrial food service kitchen:
- 4.1.1 Architectural features of a kitchen (2)
 - 4.1.2 Receiving (2)
 - 4.1.3 Design (2)
- 4.2 Discuss five (5) attributes of a good Negotiator. (5)
- 4.3 Discuss three (3) types of purchase agreements (3x2=6)

QUESTION 5**[18]**

- 5.1 Discuss the below five (5) topics related to types of foodservice special considerations.
- 5.1.1 Commercial Facilities. (2)
 - 5.1.2 Schools and Universities. (2)
 - 5.1.3 In-Plant Facilities. (2)
 - 5.1.4 Hospitals and Health Care Centres. (2)
 - 5.1.5 Correctional Facilities. (2)
- 5.2 Describe why the correct design theme is so important? (2)
- 5.3 If you were to open a new restaurant which included a bar. Explain three interior aspects of design would you would consider for your new bar. (6)

THE END**TOTAL 100 MARKS**

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