



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	Supplementary Examination January 2020

ASSESSMENT DATE	January 2020	SESSION	TBC
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 **[20]**

- 1.1 Discuss the below concepts related to contracts.
- 1.1.1 Fixed term contract with escalation and de-escalation (5)
 - 1.1.2 Fixed term contract (5)
 - 1.1.3 Fixed price Redetermination (5)
- 1.2 Discuss how to close a contract (5)
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QUESTION 2 **[20]**

- 2.1 Explain the below concepts under the Labour environment of the hospitality industry in South Africa.
- 2.1.1 Challenges based on the nature of work in the industry: (5)
 - 2.1.2 Gender issues in the Hospitality Industry: (5)
 - 2.1.3 Informalisation of staff: (5)
- 2.2 Managing people forms the major part of a Food & Beverage managers job. Discuss five (5) issues that managers must be aware of: (5)
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QUESTION 3 **[20]**

- 3.1 Define the term 'employee turnover'? (2)
- 3.2 The hospitality industry is said to have one of the highest turnover rates. Briefly discuss the above statement. (5)
- 3.3 How would the staff turnover impact on cost/budget of your establishment? (8)
- 3.4 Staff retention is very important to any manager of an establishment. As a future manager, what five (5) retention strategies would you use for your establishment to ensure a lower staff turnover rate? (5)
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QUESTION 4 **[20]**

- 4.1 Discuss the following topics with regards to retailers:
- 4.1.1 Distribution methods used by retailers (8)
 - 4.1.2 Retailers offer many benefits to suppliers (3)
 - 4.1.3 Retailers offer many benefits to and customers (3)
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- 4.1.4 Promotional techniques which retailers use to generate customer interest. (6)
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QUESTION 5**[20]**

- 5.1 Describe some unique considerations when designing a foodservice operation for schools and universities. (5)
- 5.2 Based on your response to 2.1 what are some of the current trends affecting menu items and economic factors use examples. (6)
- 5.3 If you were to open a new restaurant which included a bar. Explain the below in terms of the planning and designing of the bar.
- 5.3.1 Exterior aspects of design (5)
- 5.3.2 The Design Viewpoint (4)

THE END**TOTAL 100 MARKS**

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