



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Agricultural Sciences
Department of Agricultural Economics and Extension
2020_2 Examination

Programme: Hotel and Catering Management

COURSE TITLE: ADVANCED FOOD AND BEVERAGE SERVICE

COURSE CODE: HCM 437

Credit Unit: 2

Total Score: 70 Marks

Time Allowed: 2 Hours

Instructions: Attempt four (4) questions. Question 1 carries 25 marks, while others 15 marks each

1a. The customer who is not able to satisfy his or her needs will be a dissatisfied customer. Some aspects of dissatisfaction are the responsibility of the food and beverage operator. However, sometimes the reasons for the customer being dissatisfied might be beyond the operation's control. Mention three examples of each of these circumstances of customer dissatisfaction. **6mks**

b. Expatiate on the following phrases. **10mks**

- i. The food and beverages on offer
- ii. Level of service
- iii. Level of- cleanliness and hygiene
- iv. Perceived value for money and price
- v. Atmosphere of the establishment

c. Define service sequence and enumerate at least ten stages involved. **7mks**

d. A foodservice operation was traditionally only seen as comprising three operating systems. Name two of these systems. **2mks**

2a Food and beverage service consists of two separate sub-systems, operating at the same time. Identify and explain these two systems **6mks**

b. Identify and describe the use of three types of trolleys used in the food and beverage service outlets **9mks**

3. Breakages in the industry are a common occurrence. Enumerate and comment on at least five causes of such breakages and suggest measures to avoid them **15mks**

4a. In serving food and beverage to the anxiously waiting customer, a diligent and courteous

service would likely transform a satisfied customer to a regular one. Mention five necessary preparations before service that can lead to customer satisfaction. **10mks**

b. Describe at least two service techniques that can be used in a modern restaurant. **5mks**

5a. What is table setting? **3mks**

b. Explain eight basic rules for laying the tables. **12mks**

6. Describe the general qualities of a waiter and as it relates to: Receiving quests, Attending an Order and Recording an Order **15mks**