



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

## FACULTY OF AGRIBUSINESS

DEPARTMENT: TOURISM AND HOSPITALITY MGT

MODULE: FOOD AND BEVERAGE MANAGEMNT

CODE: THMA212

SESSIONAL EXAMINATIONS  
NOVEMBER/DECEMBER 2022

DURATION: 3 HOURS

EXAMINER: Mr W MADHOMBIRO

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### INSTRUCTIONS

1. Answer all questions in **Section A**
2. Answer any **three** questions in **Section B**.
3. Each question carries 25 marks
4. Start a new question on a fresh page
5. Total marks 100

## SECTION A

### QUESTION 1

Mr Jones would like to run an upmarket restaurant in the central business district in Windhoek on his retirement. The capacity of such a fine dining is 150 and he is optimistic of attaining 80% capacity utilisation on his first month at an average check of \$35, maintain a contribution of 75% and his fixed cost is \$500 000

**a.** Calculate the following:

- i) daily covers the restaurant has to generate [2marks]
- ii) total number of covers in a month [2marks]
- iii) the cost of sales [3marks]
- iv) total revenue in a month [3marks]
- v) contribution per cover [3marks]
- vi) breakeven point in units and revenue [5marks]

**b.** If the fixed costs have increased by 10%, what will be the new breakeven point in dollar value [5marks]

**c.** Advise Mr Jones on strategies to employ in order to increase profit [2marks]

## SECTION B

### QUESTION 2

**a.** With the aid of relevant examples, discuss the main Food and Beverage service operations [10marks]

**b.i)** Suggest any four (4) possible results that may be produced by the menu engineering exercise [8 marks]

ii) What are the strategies that you may employ to address the results of menu engineering mentioned in (i) above [7 marks]

### **QUESTION 3**

- a.** Elaborate any five (5) major challenges experienced by food and beverage controllers of both small and huge outlets [15marks]
- b.** Outline possible remedies for each of the challenges discussed in question (a) above [10marks]

### **QUESTION 4**

The MSUAS Tourism Club would like to run a trending bar in Danganvura .You are required to give an expert advice to the steering committee on the path to follow to ensure the bar is licensed [25marks]

### **QUESTION 5**

- a.** Outline five (5) objectives of delivering a meal experience package in any restaurant [10marks]
- b.** Discuss five (5) factors that a food and beverage manager has to consider to enhance meal experience [15marks]

### **QUESTION 6**

- a.** Briefly explain the relationship between cost of sales and selling price [5marks]
- b.** Use information below to answer questions below:
- \*250 g T-Born steak of \$5 @ cost
  - \*300g Pork chop of \$4.50 @cost
  - \*350 g Rump steak of \$8 @cost
  - \*300g ¼ chicken @ \$2.50
  - \*350g trout fish @ \$7
- i) Calculate the selling price of the prime cuts above if the management has to maintain a cost of sales of 35% [10marks]

ii) Prepare an income statement using the menu items above, and assuming the restaurant made a sale of any 3 items [10marks]

-----**END OF EXAMINATION**-----