



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JUNE 2013 EXAMINATION

COURSE CODE: HCM 437

CREDIT UNIT: 2

COURSE TITLE: ADVANCED FOOD AND BEVERAGE SERVICE

TIME ALLOWED: 2 hrs

Instructions: 1. Attempt question Number one (1) and any other two (2).

2. Question number 1 is compulsory and carries 30 marks, while the other questions carry equal marks each

3. Present all your points in coherent and orderly manner

1. (a) Discuss the following customer process:

- i. Self service
- ii. Assisted service
- iii. In situ service (5 marks each).

(b) Outline and explain the various factors that affect customers' meal experience (10 marks)

(c) Itemize and briefly explain the various methods of taking food and beverage order. (5 marks)

2. (a) Identify and describe briefly the basic customer needs and how you would meet these needs as

a food service operator

(7 marks).

(b) State the difference between level of service and standard of service (3 marks)

(c) A busy Managing Director in a company has booked his lunch to be served in your restaurant, outline

the order/ steps you would take in serving the menu

(10 marks)

3.(a) Define Customer service

(2 marks)

(b) What are your customer expectations from you? List these and explain any two. (6 marks).

(c) List five (5) and explain in details two (2) styles of service that you know. (12 marks)

4. (a) What do you understand by the word 'Hotplate'

(5 marks)

(b) Identify and describe briefly at least five (5) hot plate terminologies you know (10 marks).

(c) What are glass wares? State 5 types of glass wares and their uses

(5 marks)

5. (a) Describe briefly, the sanitation standards in handling service equipment (7 marks).
- (b) Explain 'Mise-en-scene' (5 marks).
- (c) As a food service operator, describe the procedure you would take in the event of a fire outbreak in your establishment. (8 marks).