

2nd SEM. 2016/17



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FNS 210 (M)

**UNIVERSITY OF SWAZILAND
DEPARTMENT OF FOOD AND NUTRITION SCIENCES
FINAL EXAMINATION PAPER**

PROGRAMME : **BACHELOR OF SCIENCE IN FOOD
SCIENCE, NUTRITION AND
TECHNOLOGY AND CONSUMER
SCIENCE YEAR II**

COURSE CODE : **FNS 210**

TITLE OF PAPER : **FOODSERVICE MANAGEMENT AND
CATERING**

TIME ALLOWED : **TWO (2) HOURS**

INSTRUCTIONS : **ANSWER QUESTION ONE (1) AND ANY
OTHER TWO (2) QUESTIONS**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN
GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 COMPULSORY

(a) What is the difference between an open and closed system?

(2 marks)

(b) What are the inputs of the foodservice system?

(20 marks)

(c) Describe what occurs in the transformation process in the foodservice system.

(18 marks)

[TOTAL MARKS = 40]

QUESTION 2

(a) What is on-site foodservice? How does it differ from commercial foodservice? How is it the same?

(12 marks)

(b) What is "benchmarking"? How is it related to quality management?

(6 marks)

(c) Explain what a buyer has to know and do before purchasing products for a foodservice business.

(12 marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) Food in the local school district is prepared at the middle school kitchen, placed in the steam table pans and then transported to several elementary schools to be served to children there. Is this an example of centralized or decentralized service? Why?
(8 marks)
- (b) Explain why the menu is considered the primary control of the foodservice system.
(8 marks)
- (c) Explain how receiving, storage, and inventory are linked with purchasing.
(14 marks)

[TOTAL MARKS = 30]

QUESTION 4

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- i. If ground beef is known to have a cooking yield of 45%, how much ground beef would need to be purchased to provide 4.5 kg EP?
A) 2.0 kg
B) 4.5 kg
C) 10.5 kg
D) 20.5 kg
- ii. If carrots have an AP price of \$.50/pound and an EP yield of .80, then the EP price/pound will be _____
A) \$.40
B) \$.62
C) \$.80
D) \$1.60

- iii. If a menu item is categorized as highly popular but low in contribution to profit, the foodservice manager should:
- A) Promote this item to continue to increase its sales.
 - B) Consider increasing the price of this item.
 - C) Eliminate this item from the menu.
 - D) Ignore this item and focus attention on increasing the popularity of other items.
- iv. Menu engineering...
- A) Is a technique for measuring customer satisfaction in a foodservice operation.
 - B) Provides managers with ways to evaluate the quality of menu items.
 - C) Focuses on the popularity and contribution to profit of menu items.
 - D) Is a computerized software program for menu planning.
- v. Customer satisfaction is part of which component in the foodservice system model?
- A) Input
 - B) Transformation
 - C) Output
 - D) Feedback
- vi. What are the **four (4)** Ps of marketing)?
- A) Planning, Proofing, Producing, Placing.
 - B) Procurement, Production, Placement, Profit.
 - C) Product, Price, Promotion, Place.
 - D) Plans, Policies, Procedures, Programs.
- vii. Technical skill...
- A) Is most important at the start of one's management career
 - B) Involves working with people understanding their behaviour
 - C) Is needed to recognize the interrelationships of factors on the job
 - D) Requires effective communication skills
- viii. Policies are important in organizations because they...
- A) Specify what must or must not be done.
 - B) Are single-use plans that help guide employee efforts on a product.
 - C) Provide a general guide for organizational behaviour.
 - D) Give a chronological sequence of activities that are to occur to achieve organizational goals.

(8x2 = 16 Marks)

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TRUE/FALSE. Write "T" if the statement is true and "F" if the statement is false.

- ix. The management function of control focuses on the effective supervision of employees.
- x. The establishment of lines of authority in an organization is termed "horizontal division of labour.
- xi. The unity of command concepts means that an employee reports to only one manager.
- xii. The right of a manager to direct the work of others is termed authority.
- xiii. The graphic presentation of an organization's structure is termed an Organization Chart.
- xiv. Generally the narrower the span of management the more horizontal integration that occurs.
- xv. The actual cost menu pricing method incorporates fixed and variable costs and desired profit in determining the menu sales price.

(7x2 = 14 Marks)

[TOTAL MARKS = 30]