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072106T4FBS

FOOD AND BEVERAGE SALES AND SERVICE MANAGEMENT LEVEL 6

HOS/OS/FB/CR/01/6/A

Manage Food and Beverage Guest Experience

Nov/Dec 2024 Series

TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION COUNCIL (TVET CDACC)

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WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

This paper consists of THREE (3) printed pages

Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing.

SECTION A (40 MARKS)

Answer ALL the questions in this section.

1. Customer satisfaction is key in every hotel. State FOUR reasons why guests may complain while dining out. (4 Marks)
2. Continuous improvement is a requirement for all hotel businesses. Enumerate FOUR ways of collecting guest feedback. (4 Marks)
3. Guests may from time to time make special requests. Highlight FOUR special requirements that enhance guest experience. (4 Marks)
4. Guest information is vital for management of guest experience. Highlight the importance of sharing guest information with relevant stakeholders. (4 Marks)
5. Guest compensation is a common practice in majority of hospitality establishments. List FOUR circumstances under which compensation should be offered. (4 Marks)
6. Documentation is crucial in every business operation. Identify FOUR details found in a guest complaints form. (4 Marks)
7. Guest relations officers are part of essential personnel in hotels. Identify FOUR attributes of guest relation's officers. (4 Marks)
8. Sales promotion is a way of promoting a hotel's products and services. Outline FOUR types of sales promotion for food service operations. (4 Marks)
9. Guest complaints make a positive contribution to hotels. List FOUR benefits of guest complaints. (4 Marks)
10. Welcoming of guests is one of the first steps in guest interaction. State FOUR points to consider when welcoming guests. (4 Marks)

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SECTION B (60 MARKS)

Answer Any THREE Questions in This Section

11. A hotel you work in has been working very hard to attain excellent customer satisfaction;

    a. Explain FIVE steps in the sequence of welcoming guests. (10 Marks)
    b. Discuss FIVE methods of assessing guest satisfaction. (10 Marks)

12. The success of every hotel depends on the excellence of their service recovery process and collection of guest feedback;

    a. Explain the service recovery process. (10 Marks)
    b. Discuss FIVE methods of collecting guest feedback. (10 Marks)

13. As a guest relations manager, enhancing guest experience is a very important role that must be taken seriously and so is training of staff;

    a. Discuss FIVE roles of technology in enhancing guest experience. (10 Marks)
    b. Explain the importance of training staff on guest service skills. (10 Marks)

14. Managers in hospitality establishments face a lot of challenges in complaints handling and guest relations;

    a. Discuss FIVE types of complains. (10 Marks)
    b. Explain FIVE challenges in hospitality guest relations. (10 Marks)

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