



**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM

TVET EXAMINATION

2023/2024 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN  
HOSPITALITY MANAGEMENT**

HOS/OS/FB/CR/01/6 – FOOD AND BEVERAGE GUEST EXPERIENCE  
MANAGEMENT

DURATION: 2 HOURS

**INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

### **QUESTION ONE (30 MARKS)**

- a) Define the following terms (4 marks)
- i. Guest experience management
  - ii. Guest experience
  - iii. Guest relations
  - iv. Meal experience
- b) State four attributes of good guest experience. (4 marks)
- c) List four things a wait staff is not allowed to do when in conversation with customers. (4 marks)
- d) List four factors to consider when dealing with children during service in a restaurant. (4 marks)
- e) A group of young men have visited your restaurant and they are dressed in a way that does not meet the dress code policy of the establishment. Outline four ways of handling them. (4 marks)
- f) List four benefits of good customer service to a restaurant establishment. (4 marks)
- g) Highlight four factors for developing a meal service in a restaurant. (4 marks)
- h) Highlight five reasons why a service staff should wear uniform. (4 marks)
- i) List four attributes of a service wait staff. (4 marks)
- j) List all the service equipment required to make a cover for one guest. (4 marks)

## **SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

### **QUESTION TWO (20 MARKS)**

- a) Describe five factors that might affect guest meal experience in a hotel. (10 marks)
- b) Describe five needs that a guest might be seeking to satisfy when eating out. (10 marks)

### **QUESTION THREE (20 MARKS)**

- a) Explain four ways a waiter should maintain a guest database during a table reservation in a restaurant. (8 marks)
- b) Welcoming and seating the guest is one of the aspects to keenly observe for a better experience. Describe six steps of welcoming and seating guest at the restaurant. (12 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Assume you are the restaurant supervisor in charge of receiving guest feedback. List four ways of receiving guest feedback at the restaurant. (4 marks)
- b) Describe the procedure of handling a guest complaint in a restaurant establishment. (10 marks)
- c) Highlight six possible causes of guest complaint in a restaurant. (6 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Discuss five restaurant staff with their duties in a restaurant operation. (10 marks)

b) Describe five categories of service equipment and an example in each category.

(10 marks)