



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

..... SEMESTER EXAMINATION FOR IN HOSPITALITY &
TOURISM MANAGEMENT

CHTO 012: PRODUCTION THEORY

DATE: _____

TIME: _____

INSTRUCTIONS.

Answer ALL questions in section A and any TWO in section B

SECTION A (COMPUISORY)

1. a) Define the following terms; (10 marks)
 - i) Menu
 - ii) Sauce
 - iii) Mirepoix
 - iv) Bouquet garni
 - v) e.stock
- b) State FIVE purpose of kitchen organization. (5 marks)
- c) State FIVE safety precautions to observe when handling knives in the kitchen (5 marks)
- d) State FIVE advantages of using wood as a source of fuel. (5 marks)
- e) Enumerate FIVE key components of a recipe. (5 marks)

SECTION B: ATTEMPT ANY TWO

2. a) Explain FIVE essential factors prior to planning a menu. (10 marks)
- b) Describe FIVE factors to consider when designing a kitchen layout. (10 marks)
3. a) Explain FIVE factors to consider when purchasing kitchen equipment. (10 marks)
- b) Describe FIVE guidelines to observe when deep frying food. (10 marks)
4. a) Define the term recipe. (2 marks)
- b) Outline EIGHT advantages of using a standard recipe. (8 marks)
- c) Explain FIVE points an head chef should consider when planning a duty rota. (10 marks)
5. a) Describe FIVE reasons for coating food before cooking. (5 marks)
- b) Explain FIVE ways of tenderizing meat. (10 marks)
- c) Explain briefly FIVE control measures the head chef would emphasize in a brief to a new kitchen brigade. (5 marks)



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MARKETING AND SALES

DATE:

TIME:

INSTRUCTIONS.

Answer ALL questions in section A and any TWO in section B

- 1 a) Define the following terms: (10 marks)
- i) marketing
 - ii) Consumer behaviour
 - iii) Market segmentation
 - iv) Demand
 - v) product
- b) State FOUR advantages of sales promotion. (4 marks)
- c) List SIX significance of consumer behaviour to marketing. (6 marks)
- d) State FOUR objectives of marketing. (4 marks)
- e) Write short notes on the THREE stages of market segmentation. (6 marks)

SECTION B: ATTEMPT ANY TWO QUESTIONS

2. a) Explain FIVE roles of marketing in economic development. (10 marks)
- b) Explain the FOUR elements of marketing mix. (8 marks)
- c) State TWO research instruments used in marketing research. (2 marks)
3. a) Explain FIVE stages of developing a new product. (10 marks)
- b) Explain FIVE problems encountered by marketers when marketing their product. (10 marks)
4. a) Explain FIVE environmental elements that affect marketing activities. (10 marks)
- b) Describe FIVE methods of segmenting consumer markets. (10 marks)
5. a) Define the term marketing research. (2 marks)
- b) Explain FOUR causes of a new product failure. (8 marks)
- c) Describe FIVE factors that affect consumer buying patterns. (10 marks)