



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF:**  
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY  
MANAGEMENT (BTHM S15 & BTHM S16-PT)  
BHH4204: BEVERAGE KNOWLEDGE AND BAR OPERATIONS  
END OF SEMESTER EXAMINATION

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date **DECEMBER 2016**

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **Choose** instruction.

**Do not write on the question paper.**

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## **SECTION A (Answer all the questions)**

**30 POINTS**

### **QUESTION ONE**

- Describe the design elements essential to creating a bar menu **(15 marks)**
- Explain the pricing strategies applicable in menu merchandising **(5 marks)**
- In the planning of a new bar, what factors would a bar manager take into consideration when developing a menu. Discuss **(10 marks)**

## **SECTION B (Answer only TWO questions)**

**40 POINTS**

### **QUESTION TWO**

- Explain the importance of sales promotions using industry related examples **(10 marks)**
- Highlight the importance of bar control using industry related examples **(10 marks)**

### **QUESTION THREE**

Explain fire prevention and security checks in a bar **(20 marks)**

### **QUESTION FOUR**

Discuss Aperitifs, providing examples of brands available **(20 marks)**

### **QUESTION FIVE**

Discuss mineral water; in terms of form **(20 marks)**

- Formation
- Characteristics
- Types
- Categories
- Buying and storage
- Service