



TECHNICAL UNIVERSITY OF MOMBASA

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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Describe the design elements essential to creating a bar menu **(15 marks)**
- b) Explain the pricing strategies applicable in menu merchandising **(5 marks)**
- c) 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

- a) Explain the importance of sales promotions using industry related examples **(10 marks)**
- b) 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