

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF BACHELOR OF HOTEL  
MANAGEMENT

BCHM 371: BEVERAGE MANAGEMENT

STREAMS: BCHM (Y3S1)

TIME: 2 HOURS

DAY/DATE: MONDAY 09/12/2019

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in section A and any TWO questions in section B
- Do not write anything on the question paper

SECTION A (30 MARKS)

1. Describe three types of specialty coffees [6 marks]
2. Explain five groups of customers to whom alcoholic beverages must not be sold. [5 marks]
3. Examine five types of spirits and give the base for each [5 marks]
4. Briefly discuss five types of bars [5 marks]
5. Highlight five general rules for care and maintenance of bar equipment [5 marks]
6. Explain four methods of purchasing tea [4 marks]

SECTION B (40 MARKS)

7. (a) Identify and explain five skills required by a restaurant manager [10 marks]  
(b) Explain five factors to consider when planning and designing a bar [10 marks]

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8. (a) Explain five technical skills required by the food and beverage service personnel in the restaurant. [10

marks]

(b) Describe any five service conventions and their rationale [10 marks]

9. (a) Discuss the five ways through which fraud happens in a beverage outlet [10

marks]

(b) Describe five recommendations for matching wine with food [10 marks]

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