

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR SCIENCE IN CATERING AND HOTEL MANAGEMENT

BCHM 341: BEVERAGE MAGEMENT

STREAMS: BCHM Y3S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 7/12/2017

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer ALL Questions in Section A [30 Marks] and TWO Questions in Section B [
- Do not write on the question paper

SECTION A [30 MARKS]

1. Explain any five types of bars and the main client attraction in each. [5 Marks]
2. Briefly explain five factors that influence bar planning and design. [5 Marks]
3. Explain the five main categories of liquor. [5 Marks]
4. Using examples, briefly explain the two main categories of non-alcoholic beverages. [5 Marks]
5. Explain briefly ten equipment used in bar for beverage preparation and service. [5 Marks]
6. Differentiate between liqueurs and bitters. [2 Marks]
7. Explain the characteristics of good quality coffee. [3 Marks]

SECTION B: [40 MARKS]

8. (a) Describe the conventional procedure of serving a bottle of sparkling wine in classified hotel bars. [12 Marks]

(b) Discuss the traditions guiding matching of wines and dishes in restaurant service. [8 Marks]
9. Discuss the art of making mixed drinks in high class hotel bars. [20 Marks]

BCHM 341

10. (a) Discuss the beverage merchandising techniques that can be adopted in bar and restaurant to boost beverage sales. [12 Marks]

(b) Discuss legal requirements affecting sale of alcoholic beverages in Kenyan hospitality industry. [8 Marks]

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