



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY-APRIL 2017 SEMESTER**

### **BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**

**COURSE CODE: BSHM 103**

**COURSE TITLE: WINE AND BAR KNOWLEDGE**

**DATE: 4 APRIL 2017**

**TIME: 8.00 AM – 11.00 AM**

#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## **SECTION A: COMPULSORY QUESTIONS [40 MARKS]**

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### **Case Study: The new wine market**

In an effort to rebrand itself as a popular wine bar and entertainment center, *Bianca* Restaurant has been introducing new marketing strategies as part of the effort to position itself in the market. The management team in the restaurant decided to capture a popular segment of the young and adventurous market near a newly introduced university in the region by introducing a wide range of wines in their wine lists. The wines were obtained from a local wine supplier contracted out through the bartender under the authorization of the Food and Beverage manager.

In order to increase the popularity of the brands of wines sold in the restaurant, the marketing team organized a wine tasting session for its potential customers under the coordination of the restaurant bartender. When opening the first bottle of red wine in front of the invited guests, he noticed that the cork was unusually big and difficult to remove. After removal, it was evident that the cork had dried wine on top and along the length of the cork. In addition, the wine was brick red-brown in colour and the sediment appeared to have been shaken up as it was not settled. When tasted, the wine had a cooked flavor.

Though sufficiently chilled, the second wine, which was a white wine, had a partially damaged front label making it difficult to identify the type of wine and the region from which the grapes were grown. Judging from the year in which the grapes were harvested and the year of manufacture, the wine was more than 3 years old. When the cork was removed, it appeared to have dried out with the taste of the wine having developed an off flavor. Though most of the guests appeared to be comfortable with the beverages, some were genuine enough to voice their opinions to the bartender especially after noting that most of the other wines shared the same properties.

In order to give all the guests a chance to express their opinions on personal grounds, the marketing team had prepared questionnaires to be filled by the guests at the end of the tasting session. On analyzing the questionnaires after the session, the team realized that the guests were communicating a similar message: “*We cannot risk buying rotten wines, keep them to yourselves.*”

*(Source: Lecturer)*

### **Question 1**

- a) In reference to the above case, answer questions (i) and (ii) below.
- (i) Identify **FIVE** human errors that might have caused the problems identified in the wine and recommend solutions to prevent this problems recurring in future. [10]
  - (ii) Both the bartender and the Food and Beverage Manager failed in their duties. Discuss. [10]
- b) Explain **TWO** features of a wine bottle that are important in the wine service process. [2]
- c) Wine could be produced from a variety of plant products which includes sap and fruits. In comparison with other fruits, discuss briefly **FOUR** qualities of grapes that have led to its preference in large scale production of wine across the world. [6]
- d) Describe the stages of the vinification process and identify one main objective of each stage. [12]

### **SECTION B: ANSWER ANY THREE QUESTIONS [60 MARKS]**

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#### **Question 2**

- a) Describe the wine decantation process. [6]
- b) Explain the benefits of the decantation process to:
- (i) Wine service staff [3]
  - (ii) Restaurant guests [3]
- c) Wine tasting is an important process in identification of wines. Examine **FIVE** qualities of wine that the wine taster should concentrate on when judging the overall taste of wine. [8]

#### **Question 3**

- a) By citing relevant examples, differentiate the following terms as used in wines:
- (i) Vintage wines and blended wines [2]
  - (ii) Wine aroma and wine bouquet [2]
  - (iii) liqueur wines and aromatized wines [2]
  - (iv) Brix test and laboratory test [2]
  - (v) Wine flaws and wine faults [2]
- b) Highlight briefly the content of the following labels on a wine bottle:
- (i) The front label [2]
  - (ii) The back label [2]
- c) Describe the process of service of a bottle of white wine to four guests in a restaurant which will be accompanied by a main meal. [6]

***Question 4***

- a) 'The process of tasting wines is valuable and differs from tasting of other food and beverage products'. Discuss this statement. [10]
- b) You are a cellar man in a five star hotel in Nairobi. Prepare a wine specification form for the wine supplier, requesting for different types of wines with their quantities. [10]

***Question 5***

- a) Discuss the contribution that wine makes in:
- (i) Staff development in hotel bars [3]
  - (ii) Increasing sales of other hotel products [3]
  - (iii) Strengthening the community social symbolic systems [4]
- b) When serving a bottled wine to four guests on a table in Miritini restaurant, the host on the table asked the waiter to recommend the wine that would accompany the meals to be served to the guests. Examine **FIVE** factors that the waiter should put into consideration before making any recommendation to the customers. [10]