



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY- APRIL 2025 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 103

COURSE TITLE: WINE AND BAR KNOWLEDGE

DATE: APRIL 2025

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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

Question One

You have been hired as a consultant for a newly established luxury hotel that aims to create a high-end bar and wine service as part of its premium guest experience. The hotel's management is keen on developing a comprehensive beverage program that meets international standards and enhances customer satisfaction. The bar is expected to offer a diverse selection of wines and beverages, maintain an efficient and functional layout, and ensure that wine storage and service are handled professionally. Additionally, the hotel wants to implement effective wine and food pairing strategies to enhance the dining experience while also training its staff on responsible alcohol service to ensure guest safety.

As an expert in wine and bar management, you have been tasked with guiding the hotel in these critical areas. Your expertise will help shape a well-structured, profitable, and guest-friendly bar operation.

SOURCE: LECTURER

- a) The hotel wants to include a premium wine selection. Write short notes on the following categories of wine to help them curate their list: **[10 marks]**
- i. Still (light) wine
 - ii. Sparkling wine
 - iii. Fortified wine
 - iv. Aromatized wine
 - v. Organic wine
- b) Proper wine storage is crucial for maintaining wine quality. Explain **five** key factors the hotel must consider when storing its wine collection. **[10 marks]**
- c) To enhance guest experience, the hotel plans to pair wines with its fine dining menu. Describe **five** key principles of wine and food pairing. **[10 marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) Explain **five** key considerations when planning the design and layout of a hotel bar. **[10 marks]**

- b) Bar ownership structures influence operations and profitability. Discuss **five** types of bar ownership. [10 marks]

Question Three

- a) Sparkling wine service requires special attention. Discuss **five** best practices for serving Champagne and sparkling wines to maintain quality and enhance the guest experience. [10 marks]
- b) Cocktails play a vital role in bar service. Describe the standard procedure for preparing a classic Pink Lady cocktail, including ingredients, method, and presentation. [10 marks]

Question Four

- a) Alcohol service comes with responsibility. Explain **five** key strategies for handling intoxicated guests in a bar setting. [10 marks]
- b) Discuss **five** common faults in wine. [10 marks]

Question Five

- a) Discuss the following in relation to wine tasting:
- i. Visual appearance [3 marks]
 - ii. Smelling [3 marks]
 - iii. Tasting [4 marks]
- b) Wine labels provide essential information for consumers. Explain **five** key components found on a wine label. [10 marks]