GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY & TOURISM MANAGEMENT (HOSPITALITY OPTION)

COURSE CODE: BSHO 203

COURSE TITLE: BAR & BEVERAGE MANAGEMENT

DATE:07 APRIL 2026 **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

CASE STUDY: Skyline Executive Bar

Skyline Executive Bar operates as a premium rooftop outlet in Nairobi. The bar offers imported wines from France, Spain, Italy, South Africa, Chile, premium spirits, sparkling wines, fortified wines, craft cocktails, and low-alcohol beverages. The target market includes corporate executives, expatriates, and leisure travelers.

customer complaints include incorrect wine temperatures, poor decanting technique, inconsistent cocktail recipes, stock shortages during peak hours, and visible intoxication during weekend promotions. An internal audit shows weak inventory control, absence of written SOPs, limited staff training in wine tasting, improper bottle storage, and inaccurate portion control.

Management requires a structured beverage management plan to improve quality, profitability, and compliance.

SOURCE: Lecturer

a) Explain **five** service failures affecting wine presentation at Skyline Executive Bar.
[10 Marks]

b) Explain **five** inventory control weaknesses contributing to beverage revenue loss.
[10 Marks]

c) Propose **five** managerial interventions to improve beverage quality control within the bar.
[10 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

a) Explain **five** classifications of alcoholic beverages used in bar operations. **[10 Marks]**

b) Describe **five** types of bar layouts in relation to workflow efficiency. **[10 Marks]**

Question three

a) Explain **five** measures applied when managing intoxicated guests in licensed premises. **[10 Marks]**

b) Describe **five** techniques used to detect wine faults during tasting. **[10 Marks]**

Question Four

a) Explain **five** reasons why bars are considered profit centres in hospitality establishments. **[10 Marks]**

b) Describe **five** ways technology improves bar management performance. **[10 Marks]**

Question five

a) Describe **five** managerial controls required to ensure professional service of drinks in a bar operation. **[10 Marks]**

b) Explain **five** managerial practices used to maintain wine quality during tasting sessions in bar operations. **[10 Marks]**