



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF BACHELOR OF SCIENCE IN
ECOTOURISM, HOTEL & INSTITUTION MANAGEMENT
WITH INFORMATION TECHNOLOGY
(CITY CAMPUS - EVENING)

**SEH 310: BEVERAGE STANDARDS,
MERCHANDISING AND MANAGEMENT**

Date: 26th July, 2013

Time: 5.30 – 7.30 p.m.

THIRD YEAR, SECOND SEMESTER

**SEH 310: BEVERAGE STANDARDS, MERCHANDISING AND
MANAGEMENT**

(CITY CAMPUS)

INSTRUCTIONS

THERE IS A TOTAL OF SIX QUESTIONS ON THIS PAPER

Answer question ONE and THREE other questions potential point 50 MARKS

- Q. 1. a) Effective promotions within a beverage operation can be a very lucrative profit generator. Identify five key points that may lead to a successful promotion campaign (10 marks)
- b) Merchandising of beverage products may be carried out in many ways so as to generate additional revenue for the organization. Explain five methods that may be deployed to merchandise beverage products, both in the bars and restaurants (5 marks)
- c) List down two fermented beverages and explain how each of them is made. (5 marks)
- Q.2 The wine list is a tool informing the guests of what an operation is ready to offer at that particular point and the choice of presentation is determined by a number of factors. Explain five of these factors (10 marks)
- Q3. A) Food and wine consumed together should marry well, thereby multiplying the total enjoyment by the guests. List down five general guidelines to support this statement (5 marks)
- b) Explain how price compatibility may affect the choice of wines presented on the wine list (5 marks)
- Q4 a) Explain in details why bar personnel are strictly not allowed to serve spirits in bottles (5 marks)

b) Differentiate between champagne and other sparkling wines giving three examples of champagne and two examples of other sparkling wines.
(5 marks)

Q5 a. Define the term cocktail (2 marks)

c) Identify five cocktails and list down their ingredients (3 marks)

Q6. a) The major management functions of planning entails consideration of all resources available and their limitations. Explain five of these basic resources of operations (5 marks)

b) Explain how beverages may be controlled from receiving, issuing, serving and payment (5 marks)