



**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF HOSPITALITY
FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **FBS1513 Beverage Operations and Management**
Trimester & Year : January – April 2019
Lecturer/Examiner : Mr Ronald Willie Binati
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : 20 Multiple Choice Questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : EIGHT (8) short answer questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 7 (Including the cover page)

PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)

INSTRUCTION(S) : Questions 1-20 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

END OF PART A

PART B : SHORT ANSWER QUESTION (80 MARKS)

INSTRUCTION(S) : **EIGHT (8)** short answer questions. Answer ALL **EIGHT (8)** questions in the Answer Booklet(s) provided.

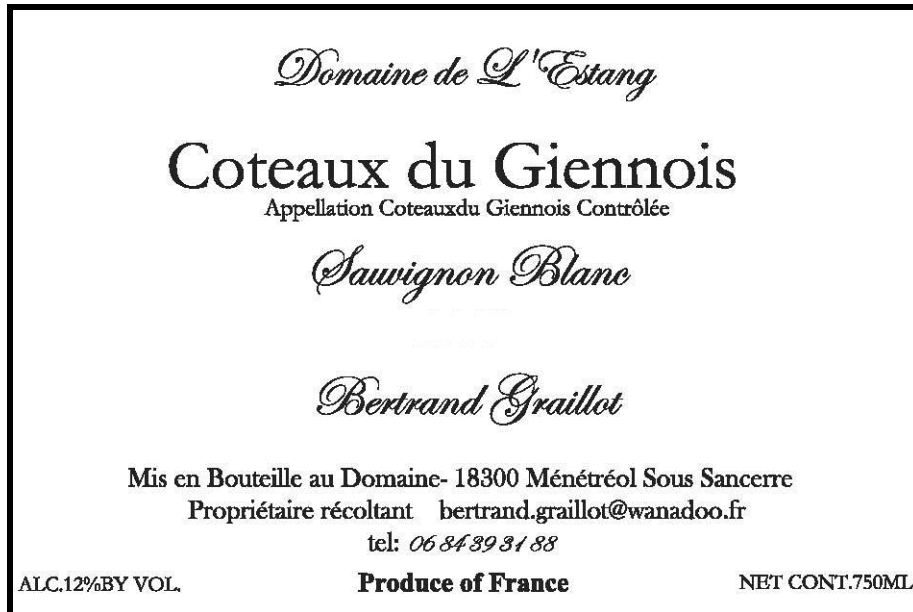
1. a. Define '**market segmentation**'. (2 marks)
- b. Why is this concept of market segmentation important in developing a plan for a new bar? (6 marks)
- c. Identify and discuss **THREE (3)** factors that you should look for when making a detailed study of other bars in your market area. (6 marks)
- d. Discuss **THREE (3)** functions of your **backbar** in relation to your bar/ restaurant business. (6 marks)

2. a. Explain **TWO (2)** disadvantages of serving fresh fruit juices for the proprietor. (2 marks)
- b. Explain the term Distillation (2 marks)
- c. Bottled water at the bar – yes or no? Present your arguments. (6 marks)

3. a. Give **TWO (2)** reasons why hygiene in the bar is very important. (3 marks)
- b. What is the danger zone temperature for food? (2 marks)

6. Please refer to the wine label below to answer the following questions.
 - a. Name the producer of this wine. (2 marks)
 - b. Indicate the region of origin of this wine. (2 marks)
 - c. Name the single vineyard that serves as the origin of the grapes. (2 marks)

- d. Indicate the quality level of this wine according to *Appellation d'Origine Contrôlée*. (2 marks)
- e. Indicate the production responsibility of this producer. (2 marks)



END OF EXAM PAPER