



**SCHOOL OF HOSPITALITY
FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM1305 Beverage Operations and Management**
Semester & Year : May - August 2016
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 of Hospitality 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 of Hospitality.

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

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 segment'. (2 marks)
- b. Why is this concept of market segmentation important in developing a plan for a new bar? (6 marks)
- c. What should you look for when making a detailed study of other bars in your market area? (6 marks)
- d. In your particular bar, what do you think the **backbar** should 'say' about your bar/restaurant business. (6 marks)

2. a. Explain why the glass in which a drink is served is important to the taste of the drink. (4 marks)
- b. Identify the guidelines that you would use in deciding what equipment to buy for a brand new bar. (6 marks)

3. a. Differentiate the difference between rum and cachaca. (4 marks)
- b. Define neutral spirit and explain how it is normally being used. (5 marks)
- c. Explain why aged whiskies and brandies are considered better than younger ones and why are they more expensive. (6 marks)

4. a. List **TWO (2)** advantages and **TWO (2)** disadvantages of fresh juices for the consumer and the proprietor. (4 marks)
- b. You have run out of sugar syrup. How is it made? (1 mark)
- c. Bottled water at the bar – yes or no? Present your arguments. (5 marks)

5. 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'Originé Contrôlée*. (2 marks)
- e. Indicate the production responsibility of this producer. (2 marks)



7. What is meant by '**vintage**'? Why is one year considered better than another? (5 marks)
8. a. What is the main ingredient used in the production of Whisky? (2 marks)
- b. A guest asks what 12 years old means on the whisky bottle. Explain the common age terminology for Whisky. (3 marks)

END OF EXAM PAPER

