INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - DECEMBER 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 3/SEMESTER 1
COURSE CODE: BTHM 2106
NAME: BAR AND BEVERAGES SERVICES

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

• Section A is compulsory but Attempt only ONE question of your choice

Question 1:

CASE STUDY question 1

Background:
Students from the International University of East Africa (IUEA) undertook a one-day academic field tour to the newly established Across the Nile Resort & Adventure Park in Jinja, Uganda. The resort, through its Nile Crocodile Bite Restaurant, offers only non-alcoholic hot and cold beverages alongside fantastic meals. Other facilities include Bride View Water Slides, River Cottages, Event Venues for weddings and conferences, Camping Grounds, Boat Cruises, and Horse Riding at the Source of the Nile.
The management's objective is to establish an efficient and appealing Bar and Beverage Service that complements other hospitality facilities to attract customers and promote the destination.

Questions (40 marks total):

a) Explain the key components of an effective non-alcoholic bar and beverage service operation that can help Across the Nile Resort create a unique and memorable guest experience. *(10 marks)*

b) Discuss how menu design and beverage presentation techniques can be used as marketing tools to promote the resort's bar and restaurant services to different customer segments. *(10 marks)*

c) Analyze the importance of customer service skills and staff professionalism in delivering quality beverage service and enhancing the resort's brand image. *(10 marks)*

d) Propose innovative marketing and promotional strategies that the management could adopt to increase sales and visibility of its non-alcoholic beverages and bar services. *(10 marks)*

Question 2:

CASE STUDY Question 2

Background:
During the same field tour, students observed several incompetencies in the bar and beverage service operations, including slow order delivery, poor coordination between kitchen and service staff, lack of appealing beverage presentation, limited beverage variety, and inadequate marketing of non-alcoholic drinks.
The management seeks recommendations to improve efficiency, customer satisfaction, and revenue generation through enhanced bar and beverage service operations.

Questions (40 marks total):

a) Identify and discuss the operational challenges that may hinder the efficiency and profitability of the bar and beverage service at Across the Nile Resort. *(10 marks)*

b) Using an appropriate service quality improvement framework recommend measures that can address the identified incompetencies and enhance beverage service quality. *(10 marks)*

c) Evaluate the role of product diversification and cost-effective pricing strategies in maximizing revenue from non-alcoholic beverages and complementary food services. *(10 marks)*

d) Suggest practical training and staff motivation programs that management can implement to build competence, consistency, and enthusiasm among the bar and beverage service team. *(10 marks)*

SECTION B

• Attempt any three questions of your choice from section B

Question 1:

A) Define the term *bar* (5 marks)

b) Discuss five main types of bars commonly found in the hospitality industry

Question 2:

Describe the role and responsibilities of a bartender, emphasizing how they contribute to customer satisfaction and profitability (20 marks)

Question 3:

a) During an event, a customer complains that their glass has an unpleasant odor. Describe the steps you would take to ensure all glassware meets sanitation and presentation standards. (10 marks)

b) An inspection team finds that the bar's waste disposal system is not compliant with hygiene standards. As the supervisor, elaborate on how you would correct this issue and prevent future occurrences. (10 marks)

Question 4:

a) You are asked to organize a VIP cocktail reception for 100 guests. Discuss how you would set up the service bar and manage the ordering and serving process efficiently. (10 marks)

b) You notice discrepancies between recorded stock and physical count during an inventory audit. Explain how you would identify and resolve the issue while ensuring accountability (10 marks)

Question 5:

Discuss the importance of inventory control and explain how stock rotation is managed in a bar. 20 marks

Question 6:

Identify and describe five major categories of alcoholic beverages, providing examples of each. (20 marks).

Question 7:

Discuss four methods of mixing drinks, describing one example drink for each technique. (20 marks).

Question 8:

Define the term *cocktail* and describe the step-by-step preparation of any three classic cocktails. (20 marks)

Question 9:

Discuss the classification of wines and explain the wine-making process in detail. (20 marks)

Question 10:

Analyze the relationship between wine and food, and recommend suitable wine pairings for three different courses of a meal. (20 marks)

Question 11:

Describe the proper serving procedure for wine, including presentation, pouring, and timing. (20 marks)

Question 12:

Explain the storage requirements for wines and spirits, focusing on the role of temperature, humidity, and lighting in maintaining quality. (20 marks)