



2018 Theory entry examination questions

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Applicants were asked to answer one question from a choice of three questions, randomly selected from

- Paper 1 (Viticulture)
- Paper 2 (Vinification and pre-bottling procedures) or Paper 3 (Handling of wine)
- Paper 4 (Business of wine)

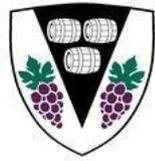
Below is a list of the question options that were asked during the 2018 application process.

P1 – Viticulture: examines knowledge and understanding of viticulture up to the completion of the harvest and grape transportation.

1. Where would you choose to establish a vineyard and why? What factors would you need to consider for the best opportunity of success?
2. Climate, soil and vine all influence final wine quality. Giving reasons, outline if one of these factors is more influential than the others in your opinion?
3. What consequences for viticulture does climate change present globally, and what can viticulturists do to exploit and moderate its effects?
4. Compare and contrast the advantages and disadvantages of organic and non-organic viticulture.
5. Which are the most suitable grape varieties for the production of high quality traditional method sparkling wines (use examples worldwide)? Give reasons for your answers.
6. Can Cabernet Sauvignon and Riesling be successful in the same location? If so, explain where and why, giving specific examples.

P2 – Vinification and pre-bottling procedures: examines knowledge and understanding of vinification from arrival of grapes at a winery to the finished wines, ready for preparation for bottling.

1. What factors does a winemaker need to consider when deciding whether to use naturally occurring yeasts or inoculated yeasts?
2. Drawing on examples of rosé production in different parts of the world, illustrate how production methods influence the style of the wine.
3. Drawing on examples from around the world, demonstrate how a fortified wine's style is influenced by its production methods.



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P3 – Handling of wine: examines knowledge and understanding of quality assurance, quality control, packaging, transport and legal requirements.

1. Outline the wine closure options that are available to wine brand owners and what factors they need to consider when opting for a particular type of closure?
2. Many winemakers are reducing the levels of free and total sulphites in wine. Consider the role of sulphites at bottling and until the wine reaches the end consumer. What are the implications of reduced levels of free sulphites?

P4 – Business of wine: examines current knowledge and understanding of financial, commercial and marketing aspects of the wine industry.

1. As the brand manager of a 500,000 case wine brand, what five key statistics would you most closely monitor to gauge the performance of your brand, and why?
2. In what ways has social media changed the marketing of wine brands over the past 10 years? Your answers consider how social media has impacted on more traditional marketing methods.
3. What factors would you consider when creating a brief for a wine bottle label design?
4. You inherit the equivalent of US\$ 10 million and want to invest in the wine industry. How would you spend your money to attract the greatest return on investment? Explain your logic using financial information to back up your arguments.
5. What matters more, what's in the bottle or what's on the bottle? Does the wine industry take packaging seriously?
6. How can a sommelier or restaurant buying manager ensure good value is being delivered to both to customers and the owner? How may sustainable profit in the on-trade be maximised?