



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **CUL1573 Menu Creation and Development**
 Semester & Year : January – April 2022
 Lecturer/Examiner : W. Eddie Azlie W. Mohd Asri
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple-Choice Answer Sheet provided.
 - PART B (40 marks) : FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
 - PART C (40 marks) : Answer TWO (2) essay questions. Write your answers in the Answer Booklet(s) 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 = 9 (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.

1. If a chicken shawarma is priced at RM 13.00 and the cost is RM 2.00, the contribution margin is RM_____ to paying expenses and providing a profit.
 - a. RM 11.00
 - b. RM 15.00
 - c. RM 26.00
 - d. RM 6.50

2. Psychographic studies are referring to?
 - a. value, attitude, lifestyle, and demographic
 - b. variation, behaviour, and value
 - c. value, attitude, lifestyle, and preferences
 - d. value, behavior, and perceive value

3. "Accompaniments" in menu development are referring to?
 - a. fusion menu
 - b. composition of the menu structure
 - c. expensive menu with highly quality of the ingredients
 - d. inexpensive menus consist of pasta, potato, rice, and vegetables selections

4. The sales history, also known as a scatter sheet mix, consist of information to help to explain the sales volume, **EXCEPT?**
 - a. daily record of which food items were sold
 - b. predict sales volume
 - c. project annual budget
 - d. special event

5. Which of the following the terms is determining factor in the customer selection of the menu entrée?
- frozen peas
 - chill A5 striploin
 - freshly hand picked
 - smoked, baked, and barbecued
6. A foodservice operation operates successfully if:
- food and beverage cost are at 35%
 - contribution margin
 - gratuity
 - overhead
7. _____ is a characterized by a combination of thick and thin line, easy to read normally used in newspaper, magazines, articles, and books.
- Modern type
 - Commercial type
 - Script type
 - Roman type
8. When choosing paper material, the menu planner must focus on:
- opacity
 - composition
 - food costing
 - the preferences and demands of the customers

9. _____ indicate the price that the chef must charge to recover the cost of all the ingredients that are too minor to calculate.
- M – cuit percentage
 - Food percentage
 - Q-factor percentage
 - Total recipe percentage
10. _____ includes a recipe name, identification, number, and portion size.
- Recipe template
 - Recipe systematic
 - Recipe heading
 - Recipe costing form
11. The menu format should be based on the system that provides the best support for the operation, and the chef must use the standardize recipe, **EXCEPT?**
- ensure that there is no spelling error
 - test the recipe to achieve food quality
 - modern recipe template
 - check the recipes are grammatically correct
12. _____ representation of food preparation is often determining factor in the customer selection of menu entrée.
- Aged steak
 - End cut of lamb
 - Center cut ham
 - Prepared from the scratch

13. Foodservice operation must understand the relationship between food cost, profit, and must be aware of expenses. The four major expenses are:
- Labor, food, merchandise, and renovation
 - Salary, labor, food and location
 - Labor, food, overhead and profit
 - Labor, food, overhead and marketing
14. In a way to satisfy the guest satisfaction, menu planner must consider _____.
- turnover
 - profitable
 - groceries
 - occasion
15. A seafood stew containing crab, mussels, sea bass, onion, white wine. This ingredient is referring to?
- Bouillon
 - Bordelaise
 - Bisque
 - Bouillabaisse
16. Instead of charging RM3.50 for a menu item, charge RM3.49, and the customer perceived this as better price-value relationship. What does this pricing technique known as?
- Illusion pricing
 - Physiological pricing
 - Psychological pricing
 - Odd-cents pricing

17. _____ are menu items low in popularity but high in gross profit. In other words, it yields high in contribution margin every item sold.
- a. Plow horses
 - b. Puzzle
 - c. Stars
 - d. Dogs
18. Before a menu is created, the foodservice operator should analyse _____.
- a. brand name
 - b. type of operation
 - c. points of origin
 - d. ingredients
19. The most obvious characteristic of non-perishable goods is _____.
- a. low cost
 - b. short shelf life
 - c. longer shelf life
 - d. easy to handle
20. In merchandising the menu, additional information on a menu is a practical knowledge that is provided to serve and accommodate customer better, **EXCEPT?**
- a. e-mail of the restaurant
 - b. phone number
 - c. credit card accepted by the establishment
 - d. background of the chef

END OF PART A

PART B : SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer **FOUR (4)** short answer questions. Write your answers in the Answer Booklet(s) provided.

1. Briefly explain of the menu classifications, and provide your example based on the list of menu classifications? (10 Marks)

2. Generally, the classification used on a menu reflect the type of the restaurant and its offerings. Identify, the naming of the menu classification usually you might find in a casual dining restaurant. (10 Marks)

3. List the factors to consider about customer to determine the successful of a foodservice operation. (10 Marks)

4. A yield test is a prominent instrument used to determine the amount of **edible product (EP)**, also referred to as yield, and amount of **waste product (WP)** of items.
 - a. List **TWO (2)** basic types of yield test. (2 Marks)

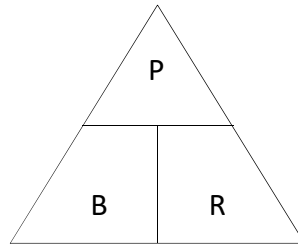
 - b. Provide at least **EIGHT (8)** factors specifications for food items. (8 Marks)

END OF PART B

PART C : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer **TWO (2)** essay questions. Write your answers in the Answer Booklet(s) provided.

1.



The *base* (B), *rate* (R), and *portion* (P) of preceding problems are listed below.

	Base	Portion	Rate
1a.	(?)	RM 3.50	28%
2b.	RM 132.00	(?)	8%
3c.	RM 125.00	RM 30.00	(?)

Table 1.1

- a. Using the formula triangle of Table 1.1, solve the scenario use of these equations. A recipe costs a foodservice operation RM 3.50 to prepare, and the business owner wants to maintain a 28% food cost. Explain what the minimum sales price is must be charged to maintain the desired food cost. Identify the *base* (B). (4 Marks)
- b. 8% of RM 132.00 is? Identify the *portion* (P) (4 Marks)
- c. A guest check total is RM 125.00, and the guest leaves a RM 30.00 gratuity. Justify the percentage of gratuity did the customer leave and identify *rate* (P). (4 Marks)
- d. Once *base* (B), *portion* (P), and *rate* (R) have been identified, set up the equation solving for the unknown. (8 Marks)

2. A specialty menu is a menu that is typically considered as a "unique and high-value food item made in small quantities from high-quality ingredients". Customer typically pay higher prices for specialty menu and may perceive them as having various benefits compared to normal menu. Therefore, explain the differences of speciality menu compare than other menu and provide primary reason of cross-utilization menu.

(20 Marks)

END OF EXAM PAPER