



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 2023
Lecturer/Examiner : Md Annuar Md Hashim
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) : THREE (3) short answer questions. Answers are to be written in the Answer Booklet provided.
PART C (40 marks) : Answer ONE (1) essay question. 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)

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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. Colleges and schools are under food industry segmentation of:
 - a. Specialized segment
 - b. Non – commercial segment
 - c. Commercial segment
 - d. Military segment

2. In which of the following establishment would a cycle menu **MOST** likely be used?
 - a. Quick-service restaurant
 - b. Hotel banquet facility
 - c. Off-premise caterer
 - d. High school cafeteria

3. Offering two-for-one dinners to customers is an example of:
 - a. publicity
 - b. advertising
 - c. a sales promotion
 - d. direct marketing

4. If the menu does **NOT** change, the paper should be:
 - a. water-resistant
 - b. uncoated
 - c. durable
 - d. opaque

5. One of the foremost importance's in menu writing for a fine dining restaurant is its _____.
- italics
 - sequence listing
 - foreign wordings
 - descriptive terminology
6. Sam and his wife, Sofia, would like to open a restaurant in the U.S. that would introduce broad range of Americans to the cuisine of their native Malaysia. As they're developing the menu, they should keep in mind that:
- most Americans have no interest in trying foreign food
 - some ingredients may need to be changed to reach the broader range of guest
 - the majority of Americans will expect the menu to be entirely in Spanish
 - planning ethnic menu is no different than planning a menu featuring American entrees.
7. "Prix fixe" refers to a(n) _____ menu.
- a la carte*
 - du jour*
 - cycle-based
 - table d'hote*
8. Menu items categorized as 'Dogs' in Menu Engineering observe the following performance;
- low contribution margin and low popularity
 - high contribution margin and high popularity
 - low contribution margin and high popularity
 - high contribution margin and low popularity

9. When a restaurant advertises that the price for a set menu is Rm 30++, the “++” means:
- service charge and GST will be added
 - gratuities and service charge will be added
 - service charge and GST are included
 - all of the above
10. One of the following terms is **NOT** related to the Yield Test.
- Edible product
 - 'As Purchased' product
 - Scatter sheet mix
 - Waste product
11. The money spent in buying ingredients to cook the dishes in the menu is known as:
- contribution margin
 - food cost
 - overhead cost
 - supplier's bill
12. The explanation of how a menu item is prepared and served is known as:
- focal point
 - ingredient list
 - yield test
 - descriptive copy
13. A yield test is used to determine the amount of:
- waste product
 - edible product
 - portion yield
 - all of the above

14. The quantity of edible food or beverage that a recipe will make is known as
- profit
 - portion size
 - yield
 - Q factor
15. Which of the following is **NOT** an Institutional foodservice operation?
- Canteen in a boarding school that feeds the students
 - Meals provided to patients in a public Hospital
 - Cafeteria in a national museum offering food to visitors at a low price
 - Canteen providing meals to inmates at a state prison
16. Which of the following is not one of the four major expenses?
- Food
 - Labour
 - Overhead
 - Accounts Payable
17. In an inverse relationship, when food costs increase which of the following decreases?
- Accounts payable
 - Labour
 - Overhead
 - Profit
18. The statement that is inaccurate concerning descriptive copy is:
- in the U.S., English should be used in descriptive copy on the menu.
 - descriptive copy helps to sell an item on the menu.
 - words that describe the killing process, such as *butchered* or *slaughtered* should be used on specialty steak house menus.
 - entrées should have the most descriptive copy on the menu
19. A professional menu planner has to be knowledgeable about three main areas

- a. Food, Marketing, Nutrition
- b. Nutrition, Management, Government Regulations
- c. Food, Finance, Management
- d. Advertising, Finance, Food

20. When analyzing the sales history, one should compare the history of

- a. the same period
- b. the direct competition
- c. the indirect competition
- d. the production sheet

END OF PART A

PART B : SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer **THREE (3)** short answer questions. Write your answers in the Answer Booklet(s) provided.

1. In menu engineering, there are 4 menu key categories.
Interpret in detail **FOUR (4)** of the menu key categories with example of how to manage four each category.

(20 marks)

2. Define the meaning of quick service menu and identify **THREE (3)** reasons behind keeping the menu simple and limited in this type of restaurant.

(10 marks)

3. Determine the term standardized recipe and explain **THREE (3)** benefits behind implementing a standardized recipe to food service operation.

(10 marks)

END OF PART B

PART C : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer **ONE (1)** essay question. Write your answers in the Answer Booklet(s) provided.

1. Apple's Bee is an American Family Dining Diners present in many countries around the world. Thoroughly examine the desserts section of the menu presented in *Table 1.1* and answer the questions that refer to this case in the answer booklet.

Note: The selling prices of each dessert have been erased on purpose.

Costing information

MENU ITEM	ITEM'S FOOD COST (RM)
Minnesota Mud Pie	6.18
Chocolate Chip Cookie Sundae	4.27
Chocolate Dream Cake	4.29
Key Lime Pie	4.82
Papa's Bread Pudding	3.73

Table 1.1

- a. State **TEN (10)** characteristics of a menu. (Applicable to all restaurant menu).
(10 marks)
- b. Considering that Apple's Bee management has set the target of achieving a Food Cost Percentage of 27% for the desserts, make use of the information provided to calculate the selling price of each dessert using the "Food Cost Percent Mark-up" pricing method.
(10 marks)
- c. As a Restaurant owner you want to write one over-the-top menu description to highlight a dish as the best thing you serve. Identify the dish you would describe that way: the best seller, the slowest mover, your personal favorite, the chef's personal favorite, the most profitable, etc. Analyze your answer.
(10 marks)
- d. Examine **FIVE (5)** highlighting techniques used by Apple's Bee to merchandise desserts.
(10 marks)

END OF EXAM PAPER