



Private & Confidential

FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID(in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **CUL1514 PROFESSIONAL CULINARY STUDIES II**
Semester & Year : JANUARY - APRIL 2017
Lecturer/Examiner : VINCENT PANG
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : EIGHT (8) Short Answer Questions. Answer ALL questions in the Answer Booklet(s) provided.

PART B (40 marks) : TWO (2) Essay Questions. Answer ALL questions 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 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 = 4 (Including the cover page)

PART A : SHORT ANSWER (60 MARKS)

INSTRUCTION(S) : Answer ALL questions. Write your answer in the Answer Booklet provided.

1. With the current high usage of Facebook, Instagram and other social networking services, it has opened the flood gates to countless beautiful food pictures, as a culinary expert we know that not all are entirely real as many is used for photo shooting only, therefore explain the **THREE (3)** essentials of food presentation that allows a chef to prepare and present a culinary work of art on the plate. (6 marks)
2. Convenience products have changed the culinary scene of the current era; discuss **SIX (6)** benefits it has brought to the labor intensive Chef profession. (6 marks)
3. The importance of eating healthy is becoming more and more important; provide **FIVE (5)** ways that a chef can use to add more flavors without increasing the usage of salt and fat. (10 marks)
4. Analyze the **TWO (2)** pictures below and provide your comments in regards to the plating of food for both of them without taking into consideration the combination of the colors. (8 marks)



Picture A



Picture B

5. What is a brigade system and who was the founder? (7 marks)

6. People consume food for the most basic purpose is to survive, identify and explain **THREE (3)** influences that affect peoples eating habits. (9 marks)
7. What are the **TWO (2)** main mistakes people make in food presentation? (4 marks)
8. Provide **FIVE (5)** instances of Dishes that was created for either symbolizing an event or famous people. (10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION (S) : Answer ALL questions. Write your answer in the Answer Booklet provided.

“Malaysia’s foodservice sector was valued at just under US\$10 billion in 2012. Between 2008 and 2012, the market recorded a compound annual growth rate (CAGR) of 4.6% and is expected to continue expanding with a CAGR of 5.3% until 2017, reaching total sales of US\$12.9 billion” (Agri culture & Agri-Food Canada; 2014)

1a. Based on the paragraph above, we can clearly see that the foodservice sector growing and contributes a significant amount of revenue, you are required to identify and explain the **TWO (2)** categories foodservice sector falls under. (7 marks)

b. Discuss the characteristics of the **THREE (3)** types of ownership business available. (13 marks)

"Food doesn't just exist on a plate; food is design and now we're detailing all the other landscapes food can affect," states Emilie Baltz. (Jo Burzynska, 2014)

2.a Based on the sentence written by Burzynska (2014), why food is considered an experience and not a meal? (15 marks)

b. Briefly explain an example of how across the world, Food and Beverage outlets have implemented new ways to give customers a totally new experience in dining. (3 marks)

c. Out of the five basic sensory customers use when they dine, what are the **TWO (2)** most common and frequent ones used to enjoy food (2 marks)

END OF EXAM PAPER