BERJAYA
UNIVERSITY COLLEGE
OF HOSPITALITY

FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

Student ID (in Words) :

Subject Code & Name	:	**CUL1573 MENU CREATION AND DEVELOPMENT**
Semester & Year	:	JANUARY-APRIL 2017
Lecturer/Examiner	:	KERLLEY BONG
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 3 parts:**
    PART A (45 marks) : THREE (3) essay questions. Answer ALL questions in the Answer Booklet(s) provided.

    PART B (30 marks) : TWO (2) calculation questions. Answer ALL questions in the Answer Booklet(s) provided.

    PART C (25 marks) : ONE (1) Long essay question. Answer all questions.

2. **Candidates are not allowed to bring any unauthorised 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 objective 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 = 6 (Including the cover page)

PART A : **SHORT ESSAY QUESTIONS (45 MARKS)**

INSTRUCTION(S) : **THREE (3)** essay questions. Answer **ALL** questions in the Answer Booklet(s) provided.

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1. Papa John is a modern style Malaysian kopitiam, and is known as an upscale restaurant rather than traditional coffee shop that serves Malaysian favorites. It is located in a busy area at the Kuala Lumpur Convention Centre which is connected to Suria KLCC shopping mall, however, Papa John does not seem to be the cup of tea for consumers.

   Papa John is considering relocating their food and beverage outlet to meet the targeted market. Discuss the details of a demographic study you will conduct within 1km radius of KLCC. (15 marks)

2.

> "Accuracy in menus offers foodservice operators specific guidelines for the proper representation of products served. Truthful representation involves more than just item description. Photographs, graphic illustrations, printed advertisements and verbal depiction by employees must also be accurately presented. This guide outlines some common misrepresentations which can be easily avoided by clarification of terms. Customer satisfaction and prevention of government intervention depends on accuracy in menu offerings. Care should be taken that all written or spoken words are substantiated with product, invoice, or label."

   Adopted from: Paul McVety, Susan Desmond marshall, and BradleyJ. Ware, The Menu and The Cycle of Cost Control, Fourth edition, (2009) :239

   Accuracy in menus has become a guideline that most restaurant and food service operators follow, and contains several sections. Discuss with examples, any **FIVE (5)** sections of the Accuracy in Menu paper. (15marks)

3. The *La vie C'est belle* Restaurant team was in its fifth hour of its strategic initiatives meeting. This was an especially important meeting as the team was trying to decide on a way forward with the restaurant brand. The team knew all too well that for the Food Division to make its numbers for the year, it was essential for restaurants to grow its market share. While the brand had been growing in step with the category, *La Vie C'est Belle*'s growth had to outpace the great restaurant. So far, the team had debated three possible strategies which could deliver the desired results. They were:
    1. Focus on a specific region of the country and compete aggressively to steal share
    2. Attract new users by driving the new menu
    3. Innovation to attract users in the Chinese style segment of the category

    As a Marketing Consultant, create and explain a marketing plan for the food product that addresses the company's target markets, the 4P's of marketing.   (15 marks)

END OF PART A

PART B : CALCULATION QUESTIONS (30 MARKS)

INSTRUCTION(S) : **TWO (2)** calculation questions. Answer **ALL** questions in the Answer Booklet(s) provided.
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Question 1

Figure 1 shows the Nicoise Salad recipe for your buffet event tomorrow. You as a chef need to calculate the cost of the recipe and create a cost card based on the information given and calculate the cost per portion. (15 marks)

Nicoise salad
Yield recipe: 45 servings
3.25kg potato
2kg baby green beans
2.25kg tuna in oil
1.25kg cherry tomatoes
525gm black olives
2.2kg lettuce hearts
20 nos Hard boiled eggs
375gm anchovy fillets in oil
1 quantity nicoise dressing

Nicoise dressing
Yield : 5 servings
90ml olive oil
30gm Dijon mustard

Price of ingredients:

Potato RM3.30 per kg

Baby green beans RM1.15 per 100gm

Cherry tomatoes RM3.90 per 275gm

Black olives RM6.25 per 330gm

Lettuce hearts RM6.20 per kg

Eggs RM8.90 per tray (30 nos)

Anchovy fillet in oil RM15.55 per 100gm

Tuna in oil RM4.50 per can/185gm

Figure 1

Question 2

Marrakech's Grill is a newly open Halal certified restaurant located in the heart of Kuala Lumpur. Chef Yusoffein is from the village of Morocco and barely knows paper work but his skills are exceptional. He is having difficulty in charging as he does not know how to calculate the cost for the meats that he is using. As a result, the restaurant manager has engaged you as a Chef Consultant to help him calculate the cost per serving for the items in the table below:

Calculation must be shown. (15 marks)

Meat Item	Cost Per KG	Edible Portion (%)	Total Purchased	Gms/ serving
Chicken	RM 8.50	90%	15 kg	200 gms
Beef	RM 25.00	80%	20 kg	190 gms
Lamb	RM 30.00	75%	45 kg	160 gms

END OF PART B

PART C : LONG ESSAY QUESTIONS (25 MARKS)

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

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Menu Item	No of Sold	Item Cost	Selling Price	Food cost %	CM
Lamb chop	100	4.06	14.50	28	10.44
Salmon grill	150	7.98	25.50	32	17.52
Fillet mignon steak	400	11.20	29.90	37	18.70
Chicken chop	500	2.59	12.50	21	9.91
Spaghetti Bolognese	250	1.74	7.50	23	5.76

Menu analysis involved two methods in order to analyze menu profitability which is menu engineering and menu scoring. Menu Engineering is the most popular method of menu analysis devised by Michael L. Kasavana and Donald L. Smith. Menu engineering is done by using popularity index and profitability index of the menu items.

Based on the information given, analyze and evaluate all **FOUR (4)** categories of matrix in decision making in order to determine the highest and lowest-selling menu items and advice the managerial team how to improve the lowest selling menu items.   (25 marks)

END OF EXAM PAPER