



## FACULTY OF CULINARY ARTS

### FINAL EXAMINATION

Student ID : 

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Student Name : \_\_\_\_\_  
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Subject Code & Name : **DCA2201 CATERING SERVICES**  
 Semester & Year : Jan – Apr 2017  
 Lecturer/Examiner : Mohd Zaidi Saleh  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
  - PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
  - PART B (50 marks) : FIVE (5) short answers questions. Answers are to be written in the Answer Booklet provided.
  - PART C (20 marks) : ONE (1) case study. Answers are to be written in the Answer Booklet provided.
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 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.

**PART B : SHORT ANSWER QUESTIONS (50 MARKS)**

**INSTRUCTION(S) : FIVE (5) short answer questions. Answer all questions in this section. Write your answers in the Answer Booklet(s) provided.**

1. Draw and explain the marketing cycle by Scanlon (2007). (8 marks)
2. List the content(s) found in a BEO (5 marks)
3. Explain the advantages and disadvantages when renting equipment for an event. (8 marks)
4. Employees are essential to any catering business as finding and managing staff can be the greatest challenge of running a catering business.
  - a. List **TWO (2)** ways of hiring staff. (2 marks)
  - b. Describe the characteristics of a model employee. (6 marks)
  - c. What are the strategies being used to receive the best contribution from your staff? (4 marks)
5. You are organizing a dinner at the Berjaya Resort. You are required to prepare a quotation based on the information / discussion that you had with the contact from your customer, Andrea. This event caters for 500 pax. The difference of menu ordered will be accounted for vegetarian guest. Calculate the price quotation based on the method that has been taught in class. (17 marks)

No	Note	Price Per Unit (RM)	Quantity	Remarks
1	Thai Buffet Menu	70	400	Per person
2	LCD projector	200	1	Per day
3	Malaysian Buffet Menu	60	50	Per person
4	Vegetarian Buffet Menu	65		Per person
5	Microphone wireless	120	3	Per day
6	Waiter / waitress	50	30	Per night
7	Function room rental	2000	1	Per day
8	LCD 15" Screen	80	4	Per day
9	Stage	300	1	Per day
10	Stage decorations / backdrop	150	1	Per day
11	Table flower arrangement	30	50	Per Table
12	Tables	10	50	Per Day
13	Chairs	5	500	Per Day
14	Cutleries rental	1.50	600	Per Set/day
	Name Of event	Annual Dinner		
	Date of event	2 <sup>nd</sup> January 2017		

Time of event	6.00 pm – 11 pm
Number of people	500 pax
Venue	Berjaya Resort
Menu	400 pax Thai buffet menu 50 pax Malaysian buffet menu
Beverage	2 hour (nonalcoholic) @ RM 20 per pax, 300 pax 2 hour (alcoholic) @ RM 50 per pax, 200 pax

Deposit confirmation 40%  
Malaysian Government Tax 6 % and Service Charge 10 %

**END OF PART B**

**PART C : CASE STUDY (20 MARKS)**

**INSTRUCTION(S)** : **ONE (1)** case study. Answer all questions in this section. Write your answers in the Answer Booklet(s) provided.

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1. Summer Restaurant Sdn. Bhd. has asked Star Space Management for a recommendation to plan a vision and mission in his one year proposal. Star Space Management needs to analyse the secrets to succeed and implement it. Discuss what the steps are.

(20 marks)

**END OF EXAM PAPER**