



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DCA2306 MENU PLANNING AND DEVELOPMENT**
Semester & Year : January – April 2017
Lecturer/Examiner : Lim Hock Kooi
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : SEVEN (7) short answer questions. 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.

[Total Number of pages = 7 (Including the cover page)]

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : SEVEN (7) short answer questions. Answer ALL questions in the Answer Booklet (s) provided.

1. Explain the contributions made by:
 - a. Marie-Antoine Careme in the Golden Ages of Cuisine (4 marks)
 - b. Catherine de Medici of Florence, Italy (4 marks)
 - c. Georges August Escoffier (4 marks)
2. Identify and describe **FOUR (4)** styles of menus used in foodservice industry.(8 marks)
- 3a. Define the term Market Survey. (4 marks)
- b. What are the preliminary steps to consider before proceeding with market survey for your new restaurant? (10 marks)
- 4a. List and briefly explain the **FOUR (4)** categories of menu engineering. (8 marks)
- b. Explain how a scatter sheet benefits a restaurant through a business point of view. (8 marks)
5. Describe what Commercial Operation refers to in the foodservice industry. (4 marks)
6. Identify **FIVE (5)** segments of the commercial foodservice operation and explain the characteristics of each one. (10 marks)
7. List any **SIX (6)** specifications that can help determine the quality of ingredients when ordering. (6 marks)

END OF EXAM PAPER