



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**
Trimester & Year : JANUARY - APRIL 2018
Lecturer/Examiner : VINCENT PANG
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
PART A (45 marks) : SEVEN (7) short answer questions. Answers are to be written in the Answer booklet provided.
PART B (30 marks) : ONE (1) calculation questions. Answer for question 1 to be answered in the question paper.
PART C (25 marks) : ONE (1) Essay 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 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 = 5 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (45 MARKS)

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

1. Define the term *“Prix fix menu”* and *“Menu dujour”* and illustrate an appropriate example of menu for each. (4 marks)
2. Compare the difference between a *“Themed restaurant concept”* and an *“Ethnic Concept restaurant”* (8 marks)
3. Provide **SIX (6)** points that explains what a feasibility studies is. (6 marks)
4. Discuss the **SIX (6)** possible factors that could change the food service industry in the future. (12 marks)
5. Provide **SIX (6)** ways how a standardized recipe can help a restaurant. (6 marks)
6. Explain the characteristics of a fine dining restaurant (6 marks)
7. What is the purpose of a psychographic study? (3 marks)

END OF PART A

PART B : CALCULATION QUESTIONS (30 MARKS)

INSTRUCTION(S) : ONE (1) calculation question. Answer question 1 in the table provided in the question booklet.

1a. You are to fill in the required details of the standard recipe given below in **table 1** with the aid of a yield table as shown in **table 2**. (30 marks)

(Fill in your answers in the question paper)

Table 1: Standard Recipe

NAME OF RECIPE : MINCED CHICKEN AND GINGER

YIELD : 10 PAX

NO	Description	PRICE LIST		YIELD	AFTER YIELD		Edible portion (EP)		RM
		RM	/UNIT		RM	/UNIT	USAGE	/UNIT	
1	CHICKEN BONES	2.8	kg	•	•	KG	2	KG	•
2	YELLOW ONIONS	2.45	KG	•	•	KG	0.350	KG	•
3	GINGER	7.3	KG	•	•	KG	0.250	KG	•
4	MINCED CHICKEN	12	kg	•	•	KG	0.400	KG	•
5	GARLIC	9.00	KG	•	•	KG	0.150	KG	•
6	EARWOOD MUSHROOM	15.00	kg	100	15.00	KG	0.100	KG	•
7	WHITE BEAN CURD	0.30	PC	100	0.30	PCS	3	PCS	•
8	SPRING ONION	7.00	KG	85	•	KG	0.150	KG	•
9	OYSTER SAUCE	10	LT	100	10.00	LT	0.200	KG	•
10	CORN STARCH	3.00	KG	100	3.00	KG	0.300	KG	•
11	CRABSTICK@250GMS	3.00	PKT	100	3.00	PKT	1	PKT	•
12	SESAMEE OIL	11.73	LT	100	11.73	LT	0.050	LT	•
13	RICE FLOUR	3.70	KG	100	3.70	KG	0.200	KG	•
14	CORN OIL	3.00	KG	100	3.00	KG	0.500	LT	•
15	BLACK VINEGAR	5.04	KG	100	5.04	KG	0.300	LT	•
	total cost								•
	cost per pax								•
	selling price								•
	Food cost %								•

Table 1: Standard Recipe

Items	Yield Range
POULTRY	
Whole Chicken	90
Whole Chicken Boneless	50
Chicken Breast w Skin	100
Whole chicken wing	100
Chicken bone	100
Chicken Liver	80
Chicken Gizzard	90
Whole Duck	70
Whole Duck Boneless	50
Duck Breast w skin	100
MEAT	
Beef Striploin	70
Lamb Shoulder	65
Lamb Leg bone in	80
VEGETABLES	
Vegetables	85

TABLE 2 : Yield Table

END OF PART B

PART C : LONG ESSAY QUESTIONS (25 MARKS)

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

1. Menu cards play a psychological importance in a restaurant but is often overlook by many restaurant operators, you are to:-
 - a. Explain the **EIGHT (8)** common menu mistakes that were identified by Dave Pavesic (2005); in his research titled "***Common Menu Mistakes***". (16 marks)
 - b. Create a menu and with appropriate explanation for the following item. (9 marks)
 - Beef Ribs
 - Chicken thigh
 - Sea bass
 - Lamb Chops
 - Lamb Leg
 - Beef Tenderloin
 - Prawns
 - Chicken Breast
 - Mussels

END OF EXAM PAPER