



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 2019
 Lecturer/Examiner : VINCENT PANG
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (45 marks) : **FOUR (4) Short answers question. Answer all questions.**
 - PART B (30 marks) : **ONE (1) Calculation question. Answer 1a(i) and 1b(i) in the table provided, all remaining questions to be answered in booklet**
 - PART C (25 marks) : **ONE (1) Scenario 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 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 ESSAY QUESTIONS (45 MARKS)

INSTRUCTION(S) : FOUR (4) Short essay questions. Answer ALL questions in the Answer Booklet provided

1. A menu mix analysis is a tool used to identify saleable and non-saleable dishes in a restaurant; you are required to discuss in depth the **FOUR (4)** categories of classification of Menus in Menu Mix analysis. (12 marks)

2. Before deciding on the type of paper to be used for a new menu, what are the **FOUR (4)** factors that need to be taken into consideration? (8 marks)

3. Define the following terminology in relation to menu creation
 - a. Accuracy in Menu and provide **ONE (1)** example (3 marks)
 - b. Negative terminologies and provide **ONE (1)** example (3 marks)
 - c. Descriptive terminologies and provide **ONE (1)** example (3 marks)
 - d. Menu Psychology (2 marks)
 - e. Prime Space (2 marks)

4. Discuss the **SIX (6)** possible forces of change for the food service industry (12 marks)

END OF PART A

PART B : **CALCULATION QUESTIONS (30 MARKS)**
INSTRUCTION(S) : Question **1a(i) and 1b (i)** to be answered in the table prepared in the question paper. All other remaining questions to be answered in the answer booklet(s) provided.

- Ivan the owner of Tom Dick and Harry's restaurant has changed six items from his restaurant menu based on your menu mix analysis that you have conducted for him in December 2018. He is anxious to find out the performance of the new dishes and would like you to update him on the matter. In December 2018, a total of 357 meals were sold while for January 2019 it only recorded 295 meals sold. The data provided below by Ivan only covers the items that were changed and not the whole list of items on the menu.

December 2018 Food Sales

| Menu Item | Number Sold | Item Sales Price | Food Cost Percentage |
|-------------|-------------|------------------|----------------------|
| Chicken | 65 | 9.95 | 35 |
| Beef | 75 | 11.95 | 38 |
| Turkey | 90 | 10.25 | 31 |
| Fillet | 55 | 12.95 | 45 |
| Seafood Pie | 20 | 15.80 | 35 |
| Salad | 18 | 12 | 20 |
| | 323 | | |

January 2019 Food Sales

| Menu Item | Number Sold | Item Sales Price | Food Cost Percentage |
|-----------|-------------|------------------|----------------------|
| Pork | 80 | 15.90 | 28 |
| Fish | 60 | 14.50 | 25 |
| Lamb | 30 | 19.50 | 30 |
| Ostrich | 25 | 21.00 | 45 |
| Meat Pie | 30 | 18.00 | 50 |
| Pasta | 27 | 15.00 | 30 |
| | 252 | | |

1a i. Using the scoring method, calculate the food sales for December 2018

December 2018 Food Sales

| Menu Item | Number Sold | Item Sales Price | Food Cost Percentage | Total Sales | Total Food Cost |
|-------------|-------------|------------------|----------------------|-------------|-----------------|
| Chicken | 65 | 9.95 | 35 | • | • |
| Beef | 75 | 11.95 | 38 | • | • |
| Turkey | 90 | 10.25 | 31 | • | • |
| Fillet | 55 | 12.95 | 45 | • | • |
| Seafood Pie | 20 | 15.80 | 35 | • | • |
| Salad | 18 | 12 | 20 | • | • |
| | 323 | | | • | • |

(7 marks)

- ii. Meal check average (1 mark)
- iii. Gross profit (1 mark)
- iv. Gross profit in percentage (1 mark)
- v. Gross profit average meal (1 mark)
- vi. Popularity of meals analyzed (1 mark)
- vii. Menu score (2 marks)

** All calculations for question ii - viii must be shown in the answer booklet*

1b i. Using the scoring method, calculate the food sales for January 2019

January 2019 Food Sales

| Menu Item | Number Sold | Item Sales Price | Food Cost Percentage | Total Sales | Total Food Cost |
|-----------|-------------|------------------|----------------------|-------------|-----------------|
| Pork | 80 | 15.90 | 28 | • | • |
| Fish | 60 | 14.50 | 25 | • | • |
| Lamb | 30 | 19.50 | 30 | • | • |
| Ostrich | 25 | 21.00 | 45 | • | • |
| Meat Pie | 30 | 18.00 | 50 | • | • |
| Pasta | 27 | 15.00 | 30 | • | • |
| | 252 | | | • | • |

(7 marks)

- ii. Meal check average (1 mark)
- iii. Gross profit (1 mark)
- iv. Gross profit in percentage (1 mark)
- v. Gross profit average meal (1 mark)
- vi. Popularity of meals analyzed (1 mark)
- vii. Menu score (2 marks)

** All calculations for question ii-viii must be shown in the answer booklet*

1c. Based on the answers from question 1a and 1b, which menu has better profitability? (2 marks)

END OF PART B

PART C : **SCENARIO QUESTION (25 MARKS)**
INSTRUCTION(S) : **ONE (1)** Scenario question. Answer **ALL** questions in the Answer Booklet(s) provided.

The food industry provides food and drinks for people from home, this huge industry hires more people than any other industries in the world. One of the most consistent growth industry as 47.5 % of the money were spent on food. Within the heart of Kuala Lumpur, there seems to be a saturated market with overflowing number of restaurant all competing for business hence individual marketing strategies are extremely important and a properly identified marketing approach will guarantee a better capture of the limited market available.

- a. Discuss the **THREE (3)** categories of the food service industry and provide **TWO (2)** examples for each. (9 marks)
- b. Identify the **TWO (2)** main costs of the food service industry (2 marks)
- c. Based on your answer in question (b), at what percentage of cost should a food service operation be successfully operating? Justify with reason (2 marks)
- d. Briefly discuss the **FOUR (4)** P's in marketing and provide an example for each (12 marks)

END OF EXAM PAPER