

FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **CUL2013 PURCHASING FOR CHEFS**
Trimester & Year : January - April 2019
Lecturer/Examiner : Nur Khairunnisak Athira binti Ab Razak
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (15 marks) : Answer all EIGHT (8) fill in the blank questions. Answers are to be written in the Answer Booklet provided.**
 - PART B (25 marks) : FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**
 - PART C (60 marks) : Answer TWO (2) case studies. Write your answers in the Answer Booklet (s) provided.**
2. Candidates are not allowed to bring any unauthorized 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 : FILL IN THE BLANK QUESTIONS (15 MARKS)

INSTRUCTION(S) : Answer **ALL** questions in the Answer booklet(s) provided.

selection	co-op buying	intermediary	sourcing	Prime vendor
broadline	procurement	Supplier selection	CRM	Customer relation management
middle man	Point of sale	Central distribution centre	selection	Commissary

1. In the hospitality industry, _____ and procurement are two key activities of a buyer. _____ is the choosing of the item among a number of alternatives including for example, grade, amount of processing (fresh or frozen) or supplier. _____ is the exchange of money for the item and all of the steps involved including the purchasing contract, receipt of goods on property, storage and others.
2. The electronic or e-marketplace has made it possible for small operations to easily take advantage of bulk-purchase prices. _____ is one way to accomplish this where members might rotate the buying responsibilities among themselves. Another example of this type of organisation is known as referral group where independent join together to send business as to one another.
3. A _____ and a _____ are both terms for a distribution area that might be utilised by a franchise or multi-unit operation.
4. A distributor is the _____ or _____ between a source and retailer. Distributors must keep up with huge amount of data in relation to product and clients. Customer data is often tracked using a _____ or _____ strategy.
5. In any industry, it is important to capture sales data. _____ Systems can capture and analyse great amounts of data quickly. Most of these system now have touch-screen technology and some are now even wireless and can be carried to the table by waitress where orders are immediately sent to screen in the bar or kitchen.
6. In the buyer or supplier relationship, a house account is to a vendor as a _____ is to a buyer.
7. A _____ distributor is one who carries food, non-food items, equipment and possibly even furniture.
8. _____ and _____ are two related terms that describe the activities of seeking out and enlisting the services of supplier for one or more products.

END OF PART A

PART B : SHORT ANSWER QUESTION (25 MARKS)

INSTRUCTION(S) : Answer **ALL** questions in the Answer booklet(s) provided.

1. Define the term **purchasing** in the understanding of purchasing in the hospitality industry. (2 marks)
2. Describe the objectives of a storage department. (6 marks)
3. Describe the methods available for reducing acquired portion price. (11 marks)
4. Why do you think opportunity buys is an advantage to buyers? (6 marks)

END OF PART B

PART C : CASE STUDY QUESTIONS (60 MARKS)

INSTRUCTION(S) : TWO (2) essay questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1:

CALGARY, Alberta – The Canadian government recently announced plans to expand the country's network of food safety surveillance sites. Food Net Canada currently comprises sites in the region of Waterloo, Ontario and Frasier Region, British Columbia. A third site in Calgary and Central Alberta will come online in January 2014. The sites collect detailed information about foodborne illness outbreaks and conduct trace back investigations to determine the origin of foodborne illness outbreaks. The government believes the addition of a third site will take into account a greater proportion of Canadians, improve food safety surveillance and maintain a safe food supply.

The expansion comes as the government launches its Healthy and Safe Food for Canadians Framework, a plan for how the government is working to minimize food safety risks, keep unsafe food products from entering the food supply chain and inform Canadians about healthy and safe food choices.

"Healthy, safe and accessible food is vitally important to Canadians," said Pat Vanderkooy, a registered dietitian with Dietitians of Canada. "Protecting the health of Canadians requires the Government's commitment to regulating what's allowed in our food, how it's labeled, as well as monitoring and reporting on the safety of the food supply."

Source: www.meatpoultry.com /food safety, 19th August 2017

- a. Discuss how the article above would influence purchasing specifications (20 marks)
- b. If you were the purchasing manager, recommend how you would ensure all the food purchased is safe for consumption. (10 marks)

Question 2:

The U.S. Department of Agriculture (USDA) recently released the first-ever Farm to School Census, and the results are promising. Last school year, schools served locally-sourced foods to more than 21 million students and re-invested over \$350 million back into local economies. Farm to school programmes are thriving in not only rural, but also urban districts in every state, with 43 percent of public school districts reported having a farm to school programme in place and an additional 13 percent committed to launching a farm to school programme in the near future.

In Tennessee, 73 percent of school districts reported participating in farm to school activities or planning to start a programme in the near future.

The Census results give us a national snapshot of how schools are connecting with local farmers, ranchers and small businesses — everything from bringing healthy foods into the cafeteria and holding taste tests of local products to helping to plant school gardens and hosting field trips to local farms. USDA's Farm to School programme helps to make these activities possible through research, training, technical assistance, and grants to schools and states.

Beyond that, farm to school programmes support the work of parents, teachers, school nutrition professionals and local communities as they raise a healthier next generation of Americans. Research shows that children in schools with farm to school programmes eat more fruits and vegetables and are more willing to try and eat the new, healthy foods served in school breakfasts, lunches and snacks — positive steps in the forward fight against childhood obesity.

I look at farm to school as an investment not only in the health of America's students, but as an investment in the health of local economies. Studies show that the economic multiplier effect of buying from local businesses can be between two and three times higher than from non-local businesses, and farmers, ranchers and small businesses that participate in farm to school programmes are reaping the rewards.

Adopted from: Farm to school, www.claiborneprogress.net, 20th August 2017

- a. As a purchasing specialist, describe how purchasing would support to the above article in the selection of their supplier. (20 marks)
- b. In your opinion, do you agree that schools should serve locally-sourced food? Why? (10 marks)

END OF EXAM PAPER