

**FACULTY OF CULINARY ARTS****FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **CUL1323 Menu Planning and Development**  
Trimester & Year : January – April 2019  
Lecturer/Examiner : Hasri Bin Hassan  
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) : TEN (10) 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 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 = 7 (Including the cover page)]**

**PART B : SHORT ANSWER QUESTIONS (70 MARKS)**

**INSTRUCTION(S)** : **TEN (10)** short answer questions. Answer **ALL** questions in the Answer Booklet (s) provided.

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1. Explain the meaning of the terms below use in menu engineering:
  - a. Horse (2 marks)
  - b. Star (2 marks)
  - c. Dogs (2 marks)
  - d. Puzzle (2 marks)
2. What are the **TWO (2)** main purposes of a menu in any foodservice operation. (4 marks)
3. Determine why a standard recipe plays an important role for a foodservice operation. (8 marks)
4. List **FIVE (5)** types of the commercial foodservice operation and explain the characteristics of each one. (10 marks)
5. To start up any new food service business, community elements should be evaluated in order to achieve a good respond in restaurant business. Justify on the elements . (6 marks)
6. In planning a new menu, there are a few tools that should be looked into. Describe the various tools used to plan a menu. (6 marks)
7. Explain the major characteristics of a 'Tasting Menu'. (8 marks)
8. How do you define 'Yield Test' and what are the methods used to conduct the test for restaurant operations? (10 marks)
9. John Lee has been appointed as a consultant for Ali's Café which is currently facing revenue challenges. What are the guidelines recommended to help this café achieve better revenue? (6 marks)
10. List **FOUR (4)** guidelines when selecting foodservice equipment. (4 marks)

**END OF EXAM PAPER**