



## 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 : **CUL1573 Menu Creation and Development**  
 Semester & Year : January – April 2020  
 Lecturer/Examiner : Wan Ruzanna Wan Ibrahim  
 Duration : 3 Hours

### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
  - PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
  - PART B (40 marks) : FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**
  - PART C (40 marks) : Answer TWO (2) essay questions. 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 = 8 (Including the cover page)**

**PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Questions 1-20 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

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1. One of the reasons quick service restaurants can have a good cash flow because:
  - a. They use standardized recipe
  - b. They can operate with low inventories
  - c. They attract high-income customers
  - d. They are the youngest segment of the industry
  
2. \_\_\_\_\_ consist of coffee, juice, fruit and pastry.
  - a. An all-inclusive breakfast
  - b. A club breakfast
  - c. A continental breakfast
  - d. A side order breakfast
  
3. Which of the following statement about menu is true?
  - a. The name of the restaurant is all the copy of menu cover needs.
  - b. Menu item should be listed on the menu in such way that none of them stands out from the others.
  - c. Dinner menu items should be simple, quick to make, and inexpensive.
  - d. A menu's back cover should always be blank
  
4. The majority of theme and ethnic restaurants use \_\_\_\_\_ menus.
  - a. three-in-one
  - b. *table d'hôte*
  - c. classical
  - d. *a la carte*

5. Which of the following statements regarding conventions menus is false?
- a. Menus must be planned to cater to the preferences of attendees.
  - b. Menu should be designed to provide variety throughout the convention
  - c. Cost and timing often restrict menu option
  - d. Regional specialities should not be included within the menu offerings.
6. Selling price minus food cost equals \_\_\_\_\_.
- a. labor expenses
  - b. contribution margin
  - c. gratuity
  - d. overhead
7. The purpose of standardized recipe is to ensure that:
- a. no chef feels that they are indispensable
  - b. the food item is recognizable to the serving staff who must pick up and deliver to guest
  - c. to exact same item is produced each time it is offered to a patron
  - d. food can be deliver to guest on time
8. If a restaurant is to be successful, the most important factor to consider when planning a menu is:
- a. efficiency of service
  - b. the skill of the staff
  - c. the equipment and physical facilities of the restaurant
  - d. the preferences and demands of the customers
9. Kenny Restaurant Sales: RM525, 000. Total Expenses: RM 125,000, and the cost of food sold is RM169, 270. The contribute margin would be \_\_\_\_\_
- a. RM400,000
  - b. RM355,730
  - c. RM294,270
  - d. RM230,730

10. When choosing menu items, doing this first will better position the restaurant.
- Analysing competing restaurant
  - Hiring high-profile chefs
  - Developing standardized recipes
  - Researching popular recipes
11. Food popularity is defined as \_\_\_\_\_.
- frequency of advertisement about a specific food item
  - frequency of advertisement on a food category
  - frequency of items chosen off the menu including the carry out
  - frequency of waiter sales of carry out items
12. Beverage cost have the highest mark-up of any items on the menu because \_\_\_\_\_.
- they are subject to the greatest influence on the international market
  - they are the simplest to calculate
  - they are high percentage of water
  - they are typically having the lowest cost and the highest perceived value
13. Cycle menus are typically used in \_\_\_\_\_.
- industrial and commercial cafeterias
  - schools, employee cafeterias and restaurants
  - hospital, school and prison
  - hospital, cafeterias and ethnic restaurants
14. In menu engineering categories, puzzle is characterized as \_\_\_\_\_.
- popular and profitable
  - unpopular but very profitable
  - popular but not profitable
  - unpopular and not profitable

15. To be helpful to menu planners, demographic surveys must focus on all aspect as below, except:
- a. age group
  - b. religion
  - c. attitude
  - d. education
16. Instead of charging RM3.50 for a menu item, charge RM3.49, and the customer perceived this as better price-value relationship. What does this pricing technique known as?
- a. Illusion pricing
  - b. Physiological pricing
  - c. Psychological pricing
  - d. Odd-cents pricing
17. \_\_\_\_\_ is menu items low in popularity but high in gross profit. In other words, it yields high in contribution margin every item sold.
- a. Plow horses
  - b. Puzzle
  - c. Stars
  - d. Dogs
18. 'Russian dressing' and 'Idaho potatoes' are among menu representation example technique to show \_\_\_\_\_.
- a. brand name
  - b. quality
  - c. points of origin
  - d. merchandising terms
19. The most obvious characteristic of non-perishable goods is \_\_\_\_\_.
- a. low cost
  - b. short shelf life
  - c. longer shelf life
  - d. easy to handle

20. One of the main difficulties in costing alcoholic beverages is \_\_\_\_\_.
- a. they are expensive and need to be handled with care and proper storage system
  - b. they are purchase in metric measurements, the sort glasses are measure in ounces
  - c. the cost of spillage when drawing into glasses due to unskilful staff
  - d. they are in bottle form, they measurement and cost per serving is depending on the staff who served to the customer

**END OF PART A**

**PART B : SHORT ANSWER QUESTIONS (40 MARKS)**

**INSTRUCTION(S)** : Answer **FOUR (4)** short answer questions. Write your answers in the Answer Booklet(s) provided.

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1. Briefly explain the reason why recipe costing is necessary to food establishment?  
(10 marks)
  
2. Different types of food establishment use different types of menu. List down and briefly discuss **TWO (2)** different types of menu with detailed explanation.  
(10 marks)
  
3. Menu psychology is an important influence in menu selections by the customer. Describe **FIVE (5)** key elements often used in convincing the customer about the menu.  
(10 marks)
  
4. Drive-thru has a variety of menu layouts. From your observation on local menu boards and designs of quick service restaurant for drive-thru menu, distinguish how would you improve them? Should the drive-thru menu be limited? Justify your answer.  
(10 marks)

**END OF PART B**

**PART C : ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTION(S)** : Answer **TWO (2)** essay questions. Write your answers in the Answer Booklet(s) provided.

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1.

Entree	Purchases	Selling Price (\$)	Cost (\$)
Item 1	150	9.95	4.70
Item 2	300	7.25	2.90
Item 3	250	8.75	3.50
Item 4	500	6.95	2.45
Item 5	50	7.5	3.60
Item 6	400	8.95	2.70

- a. Using the data shown on Table 1.1, develop a star, plow horse, puzzle and dog chart (using all the six entrees).

(10 marks)

- b. Classify in detail the star, plow horses, puzzles and dogs in order to help the wait staff by improving their selling based on the chart you developed.

(10 marks)

2. A food service operator that owns six different family style restaurants in Singapore, Kuala Lumpur and Penang hires you as Executive Sous Chef. A couple of their restaurants lately had a few issues about inconsistent quality in the products sold to customers and also issues with the cost and quality of the raw materials bought from their suppliers. They identified that they were failing in testing the ingredients they were using.

Examine the **EIGHT (8)** steps to perform the Fresh Food Yield Test. Discuss what policies you would put in place if you are hired as Executive Chef of a foodservice operator that owns four family-dining restaurants.

(20 marks)

**END OF EXAM PAPER**