



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**
 Semester & Year : January – April 2020
 Lecturer/Examiner : Hasri Bin Hassan
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 PART A (40 marks) : 4 Short Answers. Answers are to be written in the Answer Booklet provided.
 PART B (60 marks) : 2 Essay Questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. a. Define the term **procurement** in the understanding of purchasing in the hospitality industry. (2 marks)
b. Elaborate **FOUR (4)** potential problems buyers encounter in purchasing. (8 marks)
2. Describe on the objectives of cost control. (4 marks)
3. Explain the criteria's required for a good receiving. (10 marks)
4. a. Define the term below:
 - i. Levinson Approach. (2 marks)
 - ii. Standing Order Receiving (2 marks)
 - iii. Blind Receiving (2 marks)b. Interpret in detail the term payment in the understanding of purchasing in hospitality industry and write **EIGHT (8)** steps in payment policies. (10 marks)

END OF PART A

PART B : SCENARIO QUESTIONS (60 MARKS)

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

Question 1

John is a multi-million businessman and aims to open up a new casual restaurant located in Kuala Lumpur International Airport. The restaurant is called Food Paradise which aims to hit RM 80 000 gross profit daily. This high turnover restaurant features fusion cuisine such as Western and local food.

A few suppliers have stepped forward to supplying goods and raw materials to John and due to the tight competition; prices of goods are relatively the same and have placed John in a difficult situation.

- a. Analyze the action that should be taken in selecting a supplier. (24 marks)
- b. In your opinion, justify the way John should evaluate his supplier services. (6 marks)

Question 2

McDonald's restaurant is operated by a franchisee, an affiliate, or the corporation itself. McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants. McDonald's primarily sells hamburgers, cheeseburgers, chicken, French fries, breakfast items, soft drinks, milkshakes, and desserts. In response to changing consumer tastes, the company has expanded its menu to include salads, fish, wraps, smoothies, fruit, and seasoned fries.

- a. Illustrate in detail the ordering procedures in the purchasing cycle by using McDonalds as your guideline for purchasing. (15marks)
- b. Classify the meaning of purchase order form and list down the main physical characteristics of the form. (15marks)

END OF EXAM PAPER