



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**
 Semester & Year : May - August 2021
 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 B : SHORT ANSWER QUESTIONS (40 MARKS)

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

1. Define the following terms;

- a. Profit margin (5 marks)
- b. Menu engineering (5 marks)

2. Identify **TEN (10)** factors that need to be considered in planning a menu for institutional foodservice. (10 marks)

3. Define the meaning of quick service menu and identify the reason behind keeping the menu simple and limited in this type of restaurant. (10 marks)

4. A seafood restaurant has a large menu and diverse market of customers. Among the menu options are three dishes that the owner wishes to highlight, as each appeals to different segment of the market.

The crab cakes are their most famous dish, and they have been highlighted in every restaurant review of the place. The heart-healthy poached scallops are intended to satisfy the older clientele. The broiled lobster is the most profitable dish on the menu. As the menu designer, you can use symbol, boxes and hot zones on the menu. Which of these three techniques would you use for each dish? Justify.

(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.

1. Bubba Gump Shrimp Co. menu. Appetizer section.

Bubba Gump Shrimp Co. is an American franchise restaurant present in many countries around the world. The page shown in **Appendix 1** is extracted from the current menu used by the Malaysian franchisees.

Thoroughly examine the menu presented (**Appendix 1**) and answer the following questions entirely in the answer booklet.

- a. Identify mistakes found in the menu and suggest ways to correct them.
(10 marks)
- b. Assuming that Bubba Gump Shrimp Co. wants to increase the sales of their “Cajun Shrimp”, what developments and suggestions would you make in terms of menu design?
(10 marks)

2. Menu items are grouped into **FOUR (4)** categories: stars, plowhorses, puzzles and dogs. Briefly explain each category of menu items and give examples from the perspective of food business operations.
(20 marks)

END OF EXAM PAPER

APPETIZERS

MAMA GUMP'S GARLIC BREAD BASKET

Baked fresh daily. 5.29

BEST EVER POPCORN SHRIMP

Our popular Popcorn Shrimp plus Pepperoncini, Roasted Red Bell Peppers and great Dippin' Sauces. 9.79



TRADITIONAL SHRIMP COCKTAIL

Our Classic Jumbo Shrimp served with Bubba's own Zesty Homemade Cocktail Sauce. 13.59

RUN ACROSS AMERICA SAMPLER

Bubba's Far Out Dip and Chips, Chilled Peel 'n' Eat Shrimp, Spicy Chicken Strips, Seafood Hush Pups and Mama Blue's Fried Shrimp. 15.99



SEAFOOD HUSH PUPS

Not quite Hush Puppies – we make 'em better! Hand rolled tasty Shrimp and Fish with golden Corn, deep fried and served with a Remoulade Dippin' Sauce. 9.69

SHRIMP SHACK MAC & CHEESE

Southern cookin' meets the sea! Noodles mixed with Sautéed Shrimp, Cheddar, Monterey Jack and Parmesan Cheese. Topped with golden brown Breadcrumbs. 10.29



SHRIMPER'S NET CATCH

Our best Peel 'n' Eat Shrimp steamed in Beer. Choose from Bubba's Garlic Spice or Secret Recipe Cajun Spice.

Regular 13.89

"You and your crew will be begging for more... so try our jumbo portion!"

GREENBOW TENDERS

Lots of Cajun Spiced Chicken Strips with Bleu Cheese Dippin' Sauce. 9.79

CAJUN SHRIMP

Sautéed in a hot and spicy Cajun Butter Sauce. Served with Garlic Bread for dippin'. 10.29

FRIZZLED ONION STRINGS

Hand breaded Frizzled Onions, fried to golden brown, served with Dippin' Sauces. 8.79



BUBBA'S FAR OUT DIP

Spinach, Roasted Red Bell Peppers, Artichokes and Monterey Jack Cheese with homemade Tortilla Chips. 9.29
With tender Shrimp. 10.79



is Bubba's All-Time Best

SHRIMP SHACK MAC & CHEESE



JUMBO PORTION SHRIMPER'S NET CATCH



CAUTION: There may be small bones or shells in some fish and shellfish. Wine and various foods contain sulphites. Consuming raw and undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness, especially if you have any chronic illnesses of the liver, stomach, blood, or any type of immune disorder. Some foods, though rigorously tested, may contain certain microorganisms that can, in rare circumstances, cause reactions in some people. We are not responsible for an individual's allergic reaction to our food. If you are unsure of your risk, ask your server and/or contact a physician.