



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 2023
 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 ALL 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. 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 explain **TWO (2)** different types of menu with the detailed explanation.
(10 marks)

3. Menu psychology is an important influence in menu selections by the customer. Describe **FIVE (5)** keys element 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, explain on 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.

1.

Entree	Number of Sold	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. Explain the star, plow horses, puzzles and dogs in term that help the wait staff improve their selling based on 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.

Describe 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