BERJAYA
UNIVERSITY COLLEGE

FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name   :   **CUL1323 Menu Planning and Development**
Semester & Year   :   May - August 2024
Lecturer/Examiner   :   Marzuq bin Ahmad Nazri
Duration   :   2 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
    PART A (30 marks)   :   **Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
    PART B (70 marks)   :   **Answer SEVEN (7) short answer questions. Answers are to be written in the Answer Booklet 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 = 10 (Including the cover page)

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

1. Why are standard recipes essential in the foodservice industry?

   a. To ensure diverse food quality
   b. To guarantee consistent quality
   c. To increase food costs
   d. To decrease customer satisfaction

2. Which of the following is not typically included in a standardized recipe?

   a. Name of the recipe
   b. Measurement column
   c. Customer reviews
   d. Portion size

3. What is the main purpose of recipe costing in a foodservice operation?

   a. To minimize food quality
   b. To reduce labor costs
   c. To obtain and maintain maximum profit
   d. To increase overhead expenses

4. What is pilferage in the context of foodservice operations?

   a. Increased food quality
   b. Food wastage due to careless handling
   c. Theft or loss of food products
   d. Overproduction of food

5.   Which guideline helps in achieving greater profit by avoiding wastage due to overproduction?

a.   Buy comparatively
b.   Forecast accurately
c.   Keep track of pilferage
d.   Never sacrifice quality standards

6.   What should be ensured when setting a standard recipe?

a.   Complex instructions
b.   High food costs
c.   No errors within the recipe
d.   Use of exotic ingredients

7.   Which column is not necessary in a standardized recipe?

a.   Ingredients column
b.   Measurement column
c.   Customer feedback column
d.   Direction or methods of preparation column

8.   What is the effect of not providing a consistent portion size?

a.   Decreased food cost percentage
b.   Increased customer satisfaction
c.   Increased food cost percentage
d.   Decreased food quality

9.   Which expense is not a major expense in foodservice operations?

a.   Food expense
b.   Labour expense
c.   Equipment depreciation
d.   Overhead expense

10. Why is it important to keep recipes simple to read and follow?

   a. To increase food costs
   b. To ensure excellent food quality
   c. To attract more customers
   d. To reduce labor costs

11. What is one of the advantages of recipe costing software?

   a. Decreased accuracy
   b. Increased time consumption
   c. Detailed reports generation
   d. Reduced food quality

12. What should be done if the preliminary selling price is not meeting the desired food cost percentage?

   a. Increase portion sizes
   b. Adjust the selling price
   c. Add more ingredients
   d. Reduce portion sizes

13. What is a crucial aspect of managing food costs effectively?

   a. Ignoring pilferage
   b. Reducing food quality
   c. Properly training employees
   d. Increasing portion sizes

14. What should be included in a standardized recipe to ensure proper identification?

   a. Customer ratings
   b. Recipe identification number
   c. Cooking time
   d. Supplier details

15.   What is the significance of including the waste percentage in a recipe?

    a.   To reduce the number of ingredients
    b.   To understand the amount of usable product
    c.   To increase portion sizes
    d.   To reduce labor costs

16.   What is the primary purpose of a scatter sheet mix in sales history?

    a.   To list all available menu items
    b.   To record the weather conditions
    c.   To track sales volume and analyze sales data
    d.   To keep a log of employee attendance

17.   Which of the following is NOT a benefit of using a scatter sheet?

    a.   Forecasting supply needs
    b.   Projecting the annual budget
    c.   Determining employee schedules
    d.   Identifying popular and unpopular menu items

18.   Items high in both popularity and contribution margin are known as:

    a.   Dogs
    b.   Puzzles
    c.   Stars
    d.   Plow Horses

19.   Menu engineering helps to classify menu items based on their:

    a.   Preparation time
    b.   Popularity and contribution margin
    c.   Nutritional value
    d.   Presentation and aesthetics

20. Which classification includes items that are popular but less profitable?

    a. Stars
    b. Puzzles
    c. Plow Horses
    d. Dogs

21. What action is suggested for menu items classified as Dogs?

    a. Increase their prices
    b. Feature them in daily specials
    c. Eliminate them from the menu
    d. Promote them more aggressively

22. What should be included in the scatter sheet mix to help forecast sales?

    a. Employee schedules
    b. Customer feedback
    c. Weather conditions and special events
    d. Supplier contact details

23. Menu items that are low in popularity but high in profit are called:

    a. Dogs
    b. Puzzles
    c. Stars
    d. Plow Horses

24. To predict sales volume accurately, the scatter sheet mix should compare:

    a. Different restaurants in the chain
    b. The same time period and meal period
    c. Different menu items
    d. Various marketing strategies

25. Which of the following is an example of a STAR item on a menu?

    a. A high-priced signature dish that sells well
    b. A popular item with low profit margin
    c. An unpopular but high-profit dish
    d. An item that rarely sells and has low profit

26. What is the main reason for a restaurant to maintain DOG items on the menu?

    a. To keep a variety of options
    b. To satisfy loyal customer demands
    c. To reduce inventory costs
    d. To experiment with new recipes

27. How often should management analyze the sales history data?

    a. Monthly
    b. Weekly
    c. Daily, weekly, and monthly
    d. Annually

28. What is the contribution margin in menu engineering?

    a. The total sales revenue
    b. The profit made after deducting food costs
    c. The cost of ingredients
    d. The number of items sold

29. Which category would a menu item that is highly profitable but not very popular fall into?

    a. Stars
    b. Dogs
    c. Puzzles
    d. Plow Horses

30.   What should a restaurant do if they have a PLOW HORSE item?

    a. Decrease its portion size
    b. Eliminate it from the menu
    c. Increase its price cautiously
    d. Promote it as a daily special

END OF PART A

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

INSTRUCTION(S) : Answer **SEVEN (7)** short answer questions. Write your answers in the Answer Booklet(s) provided.

1. Discuss the importance of standardized recipes in maintaining food quality and consistency in a foodservice operation. Include examples of how variations in recipe execution can impact customer satisfaction and operational efficiency.

(10 marks)

2. Explain the process and significance of recipe costing in a foodservice operation. How does accurate recipe costing contribute to the financial health of the business? Provide examples to support your explanation.

(10 marks)

3. Analyze the factors that determine the quality of food in a yield test. How do these factors influence purchasing decisions and overall menu planning? Provide examples to illustrate your points.

(10 marks)

4. Explain the concept of a yield test and its importance in determining the profitability of a menu item. Discuss the different types of yield tests and the specific scenarios in which each type would be used.

(10 marks)

5. Describe the concept of menu engineering and its purpose in the foodservice industry.

(10 marks)

6. Explain the four classifications of menu items in menu engineering (Stars, Plow Horses, Puzzles, Dogs) and provide an example of each.

(10 marks)

7. Discuss the factors that should be considered when selecting equipment for a foodservice operation and the importance of matching equipment to the operation's image.

(10 marks)

END OF EXAM PAPER