



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 2024
 Lecturer/Examiner : Marzuq bin Ahmad Nazri
 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 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.

1. Public relations for a restaurant typically involves?
 - a. Paying for advertisements
 - b. Creating a public image through community events
 - c. Offering daily discounts
 - d. Increasing menu prices

2. Which of the following is **NOT** a method of promotion mentioned in Chapter 8?
 - a. TV advertising
 - b. Radio advertising
 - c. Direct mail
 - d. Press releases

3. What is a prix-fixe menu?
 - a. A menu where each item is priced separately
 - b. A complete meal offered at a set price
 - c. A rotating menu with daily specials
 - d. A menu specific to family-style dining

4. Which style of service is most frequently used for luncheon menus?
 - a. Russian service
 - b. French service
 - c. American service
 - d. Buffet service

5. What is the main difference between an a la carte menu and a semi a la carte menu?
 - a. A la carte items are priced separately; semi a la carte includes accompaniments
 - b. Semi a la carte items are priced separately; a la carte includes accompaniments
 - c. A la carte is only for breakfast; semi a la carte is only for dinner
 - d. There is no difference

6. What type of menu would include items served only for a specific day?
 - a. A la carte menu
 - b. Semi a la carte menu
 - c. Du jour menu
 - d. Prix-fixe menu

7. What is typically included in a brunch menu?
 - a. Only breakfast items
 - b. Only luncheon items
 - c. Both breakfast and luncheon items
 - d. Only dessert items

8. What characterizes a theme restaurant?
 - a. Simple décor and low skill level required
 - b. Built around a specific idea with coordinated décor and menu
 - c. High turnover and low prices
 - d. Basic menu items with no specific theme

9. Ethnic restaurants are based on:
 - a. Contemporary trends
 - b. Long-standing cultural traditions
 - c. Fast food concepts
 - d. Minimalist designs

10. What is a key feature of fine dining restaurants?
- Casual atmosphere
 - Self-service options
 - Elegant surroundings and highly skilled staff
 - Quick table turnover
11. A banquet menu typically requires:
- No specific planning
 - Extensive organizational structure and planning
 - Only a few staff members
 - Random menu selections
12. Which factor is **NOT** considered when planning a banquet menu?
- A) Fixed menu
 - B) Demographics
 - C) Theme
 - D) Weather conditions
13. Which type of menu is used in operations that serve lunch or dinner followed by a show or entertainment?
- Convention menu
 - Cycle menu
 - Show menu
 - Du jour menu
14. The main purpose of a cycle menu is to:
- Keep food costs high
 - Introduce new dishes daily
 - Inject variety into the operation
 - Serve the same menu every day

15. What is the primary goal of sales promotion in restaurants?
- To reduce staff workload
 - To discourage repeat sales
 - To encourage new and repeat sales
 - To increase food prices
16. What type of service involves cooking at the table or guéridon?
- Russian service
 - French service
 - American service
 - Buffet service
17. What is the key benefit of using a la carte menus in theme and ethnic restaurants?
- Reduces the need for skilled staff
 - Increases food costs
 - Offers greater variety to customers
 - Simplifies the menu planning process
18. What is the most important element for restaurant location?
- High visibility
 - Proximity to suppliers
 - Availability of online ordering
 - Ease of parking
19. In fine dining, what is typically the sequence of courses?
- Dessert, main course, appetizer
 - Appetizer, main course, dessert
 - Main course, dessert, appetizer
 - Beverage, appetizer, dessert

20. What should be considered when pricing menu items?

- a. Only the cost of ingredients
- b. Competitiveness and perceived value
- c. The highest possible profit margin
- d. Exclusively the market trends

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.

1. There are **TWO (2)** criteria that must be met to declare the winner of a certain menu and **FOUR (4)** types of menu categories that can be conduct. Briefly explain on what are the **FOUR (4)** key in menu analysis.

(10 marks)

2. There are **FOUR (4)** factors that is needed to be considered when developing a menu for a restaurant it is also called as the marketing mix of 4 P's. What are the **FOUR (4)** factors and explain each of the factors.

(10 marks)

3. To plan a profitable menu, a foodservice professional must first identify the style of the menu to be used. There are **FIVE (5)** styles of menu that can be used in a foodservice menu. List down and explain each type of the menu.

(10 marks)

4. In Chapter 10, you learned on **FOUR (4)** different type of MENUS. What are the **FOUR (4)** Menus that you had learnt in chapter 10 and explain on the Menus.

(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.

<i>Entree</i>	Selling Price (RM)	Food Cost (RM)
<i>Item 1</i>	20	6.00
<i>Item 2</i>	22	6.82
<i>Item 3</i>	25	8.25
<i>Item 4</i>	27	9.45
<i>Item 5</i>	33	12.21
<i>Item 6</i>	37	14.8
<i>Item 7</i>	48	15.36
<i>Item 8</i>	53	19.08
<i>Item 9</i>	59	23.01
<i>Item 10</i>	75	20.25

Table 1.1

a. Using the data shown on Table 1.1, Calculate the Food Cost Percentage for each of the item.

(10 marks)

b. Based on table 1.1, Determine the contributing margin of each item.

(10 marks)

2. Evaluate the distinctive features and challenges of planning menus for quick service and family-style restaurants. In your essay, include the following points:

- i. Definitions and key characteristics of quick service and family-style menus.
- ii. Menu styles commonly used in these types of restaurants (e.g., a la carte, semi a la carte, prix fixe).
- iii. The impact of different meal times (breakfast, brunch, luncheon, dinner) on menu planning.
- iv. Service styles and their influence on menu structure.
- v. Special considerations for menu design and pricing in these restaurant types.

(20 marks)

END OF EXAM PAPER