FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures)   :

Student Name   :

Subject Code & Name   :   **CUL1573 MENU CREATION AND DEVELOPMENT**
Semester & Year   :   May – Aug 2017
Lecturer/Examiner   :   Kamal Md Saad
Duration   :   3 Hours

INSTRUCTIONS TO CANDIDATES

1.   **This question paper consists of 3 parts:**
    PART A (45 marks)   :   THREE (3) Short essay questions. Answer all questions.

    PART B (30 marks)   :   TWO (2) Calculation question. Answer all questions.

    PART C (25 marks)   :   TWO (2) Long essay questions. Answer all questions.

2.   **Candidates are not allowed to bring any unauthorised 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 of Hospitality 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 of Hospitality.

Total Number of pages = 5 (Including the cover page)

PART A : **SHORT ESSAY QUESTIONS (45 MARKS)**

INSTRUCTION(S) : **THREE (3)** Short essay questions. Answer **ALL** questions in the Answer Booklet(s) provided.

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1. The El Garo, a Mexican fusion restaurant team is trying to decide on a way forward with the restaurant brand. The team knew all too well that for the Food Division to make its numbers for the year, it was essential for restaurants to grow its market share. While the brand had been growing in step with the category, the team knew that to really win in the category El Garo growth had to outpace the other restaurants. So far, the team had debated three possible strategies which could deliver the desired results. They were:

   - Focus on a specific region of the country and compete aggressively to steal share
   - Attract new users by driving the new menu
   - Innovation to attract users in the Chinese style segment of the category

   As a Marketing Consultant, create and explain a marketing plan for the food product that addresses the company's target markets, the 4P's of marketing. (16 marks)

2. A menu mix analysis is a tool used to identify saleable and non-saleable dishes in a restaurant; you are required to discuss in depth the **FOUR (4)** categories of classification of Menus in Menu Mix analysis. (12 marks)

3. The food service industry is a large entity and a revenue generating industry for many countries and it hires more people than any other industry in the world. You are required to

   a. Discuss the **THREE (3)** types of category of the food service industry and provide **TWO (2)** examples for each (12 marks)
   b. Identify the **TWO (2)** main costs of the Food service industry (2 marks)
   c. Based on your answer in question (b), at what percentage should a food service operation be successfully operating? Justify with reason (3 marks)

END OF PART A

PART B   :   CALCULATION QUESTIONS (30 MARKS)

INSTRUCTION (S)   :   Answer **ALL** questions. Write your answer in the Answer Booklet
                           provided.

Question 1

Table below shows the Le Maison restaurant income statement for the year end 2015. You as a manager has seen these financial statements as a score card for assessing your own managerial performance. Referring to the income statement in Figure 1, calculate the new selling price of an item that costs you **RM2.39** using **all** types of markup methods for the year 2016 in order to increase your revenue. Your food cost percentage is **35%** and total number of customer for the year 2015 is **133200**.   (15 marks)

	Year 2015	% year 2015
Sales		
Food & Beverage	911000	
Total	911000	100.00%
Cost of Sales:		
Food	250000	39.70%
Beverages	68000	24.20%
Total	_____	34.90%
Gross Profit		
Food	380000	60.30%
Beverages	213000	75.80%
Total	_____	65.10%
Controllable Expenses :		
Salary	245000	_____
Employee insurance	40000	_____
Operating Expenses	450000	_____
Entertainment Allowance	2000	_____
Advertisement	20000	_____
Water and Electricity	28000	_____
General and Administrative	29000	_____
Uncontrollable expenses		
Repairs and Maintenance	13000	1.40%
Occupational Costs	40000	4.40%
Depreciation	25000	2.70%
Total Operating Expenses	487000	53.50%
Operating Income	106000	11.60%
Interest	30000	3.30%
Net Profit Before Tax	76000	8.30%
Income Tax	23000	2.50%
Net Profit		

Question 2

Qamal's Kebab is a newly open Halal certified restaurant located in the heart of Kuala Lumpur. Chef Qamal is from the village and barely knows paper work but his skills are exceptional. He is having difficulty in charging as he does not know how to calculate the cost for the meats that he is using. His son has engaged you as a Chef Consultant to help him calculate the cost per serving for the items in figure 1: - calculation must be shown. (15 marks)

Meat Item	Cost Per KG	Edible Portion (%)	Total Purchased	Gms/ serving
Chicken	RM 8.50	90%	15 kg	200 gms
Beef	RM 25.00	80%	20 kg	190 gms
Lamb	RM 30.00	75%	45 kg	160 gms

Figure 1: Cost information

END OF PART B

PART C : **LONG ESSAY QUESTIONS (25 MARKS)**
INSTRUCTION (S) : Answer **ALL** questions. Write your answer in the Answer Booklet provided.

Question 1

Texas restaurant is going to open in the heart of Kuala Lumpur; you are hired as a consultant to them. For your first task as a Chef consultant, you are to:

a. Create a menu and with appropriate explanation for the following items (12 marks)
- Beef ribs
- Chicken thigh
- Sea bass
- Lamb chops
- Lamb leg
- Beef tenderloin

b. Provide an example of a Negative terminology used in a menu (1 mark)

Question 2

As a food and beverage consultant, illustrate an example of the following types of menu to Mr Ali and suggest the best fit choice if he wants to implement for Valentine's Day only. (12 marks)
- *Prix Fix*
- *Du Jour Menu*
- *A la carte*
- Semi ala carte
- Cycle menu

END OF EXAM PAPER