



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID :

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Student Name : _____

Subject Code & Name : **DCA2201 CATERING SERVICES**
 Semester & Year : May – Aug 2017
 Lecturer/Examiner : Mohd Zaidi Saleh
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
 - PART B (50 marks) : EIGHT (8) short answers questions. Answers are to be written in the Answer Booklet provided.
 - PART C (20 marks) : ONE (1) essay question. Answers are to be written in the Answer Booklet provided.
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 = 8 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (50 MARKS).

INSTRUCTION(S) : EIGHT (8) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Describe the characteristics of word of mouth. (4 marks)
2. State **FOUR (4)** characteristics of off-premise catering. (4 marks)
3. List **THREE (3)** general classifications for catering segmentation (6 marks)
4. Determine and explain **FIVE (5)** inventory management processes. (10 marks)
5. Identify **SIX (6)** important key factors for full service restaurant in catering business. (6 marks)
6. List the major factors influencing the market for a catering hall. (4 marks)
7. The market survey analyses the community in which a business is being developed. Describe **FOUR (4)** major segments of the market survey. (4 marks)
8. List and explain **FOUR (4)** factors how the marketing mix identify with the overall strategy of marketing plan. (12 marks)

END OF PART B

PART C : ESSAY QUESTION (20 MARKS)

INSTRUCTION(S) : ONE (1) essay question. Answer all questions in this section. Write your answers in the Answer Booklet(s) provided.

1. Independent caterers have more flexibility than other types of businesses offering catering service. Discuss. (20 marks)

END OF EXAM PAPER