



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 14 empty boxes]

Student ID (in Words) : _____

Subject Code & Name : DCA2306 MENU PLANNING AND DEVELOPMENT
Semester & Year : May – August 2017
Lecturer/Examiner : Lim Hock Kooi
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (30 marks) : THIRTY (30) multiple choice questions. PART B (70 marks) : SEVEN (7) short answer questions.
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any).
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 = 7 (Including the cover page)]

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : SEVEN (7) short answer questions. Answer ALL questions in the Answer Booklet (s) provided.

- 1a. Describe what is a 'Menu'. (4 marks)
- b. List **TWO (2)** purposes of a menu in foodservice operation. (6 marks)
2. Identify and distinguish **FIVE (5)** segments of institutional feeding establishments in today's foodservice industry. (13 marks)
3. Identify any **TEN (10)** areas of analysis you will require from your market survey and explain why it is crucial information for every new restaurant. (10 marks)
4. List and briefly explain the **FOUR (4)** physical factors for creating a perfect menu. (11 marks)
5. Define 'menu engineering' and how it can benefit the foodservice industry. (5 marks)
6. Define the term 'Merchandising the Menu'. (6 marks)
7. Calculate the total extension, total number of portions and portion costs for the following: (15 marks)
- | | | | |
|----|---------------------------|----|--------------------------|
| a. | AP weight : 4.5 kg | d. | AP weight : 25 lbs |
| | AP price : RM31.00 per kg | | AP price : RM8.95 per lb |
| | Waste : 900gm | | Waste : 3.5 lbs |
| | Portion size : 175gm | | Portion size : 8 oz |
| b. | AP weight : 7.2 kg | e. | AP weigh : 35 lbs |
| | AP price : RM4.40 per kg | | AP price : RM2.50 per lb |
| | Waste : 2.8kg | | Waste : 11.5 lbs |
| | Portion size : 140gm | | Portion size : 12 oz |
| c. | AP weight : 4 lit | | |
| | AP price : RM5.90 per lit | | |
| | Waste : 400ml | | |
| | Portion size : 85ml | | |

END OF EXAM PAPER