

FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID :

Subject Code & Name : **CUL1573 MENU CREATION AND DEVELOPMENT**
Trimester & Year : MAY – AUGUST 2019
Lecturer/Examiner : MOHAMMED RAZIF HARON
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 3 parts:**
PART A (30 marks) : FOUR (4) Short Answer questions. Answer all questions.
PART B (40 marks) : THREE (3) Long answer questions. Answer all questions.
PART C (30 marks) : ONE (1) Calculation question. Answer all questions.
- 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 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 = 4 (Including the cover page)

PART A : SHORT ESSAY QUESTIONS (30 MARKS)

INSTRUCTION (S) : FOUR (4) short essay questions. All answers to be written in the answer booklet.

1. The study of potential customers and location usually are based on **TWO (2)** types of studies, explain the typical studies that may affect the decision making to establish business strategies. (8 marks)
2. In any market environment there are factors that may have positive impact for both the customers and the owner of the business in a situation where competition persist. Discuss how competition may turn to be positive and advantageous to both the customers and business people. (6 marks)
3. **TWO (2)** main purpose of a Menu presentation is to 'Explain about a product and to sell the product'. How true is this statement? (8 marks)
4. Menu Engineering comprises of **FOUR (4)** distinct ratings on results analysis to measure menu profitability. Popularity of each menu item is calculated by number of portions sold divided by total number of meals sold. The analysis is done over a scheduled exercise to measure the performance of menu items. Explain and elaborate each category. (8 marks)

END OF PART A

PART B : LONG ANSWER QUESTIONS (40 MARKS)

INSTRUCTION (S) : THREE (3) long answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Chef Rosita Rodriguez had just rented a restaurant located at a busy street of Bukit Bintang Kuala Lumpur. The restaurant has a capacity of 70 seats. She intends to offer a Tex Mex and Malaysian popular dishes at her restaurant. On the same street, there are Pizza Corner, Malaysian Chicken Rice restaurant, an Italian pasta outlet, electrical and hand phone shop and a clothes shop. On the opposite side of her restaurant, there is a Malaysian ready to eat mixed rice restaurant.

Given this scenario, putting yourself in the shoes of Chef Rosita, as a Chef, what would be your plan to counter the stiff competition from the food outlets in the vicinity in terms of :-

- a) The Menu (10 marks)
- b) The Marketing aspects to create public awareness and attract customers to patronize your restaurant. (10 marks)
2. You are working in a Food and Beverage consultancy company whose customers are restaurateurs, hoteliers and other similar business entities. One of your customers have approached your company to help them to create and develop a menu to assist them in the planning and organizing their newly opened restaurant. As a Food and Beverage consultant, what are the most important aspects to highlight to arrive at a well acceptable and likeable menu for your client? Discuss the aspects that you have highlighted. (10 marks)
3. As a Business Development Manager and a resident Chef of an up market chain of restaurants, you are given an assignment to plan and open a new food business at an Eco Park Resort. Identify and discuss the factors to be considered before embarking on this new venture. (10 marks)

PART C : CALCULATION QUESTION (30 MARKS)

INSTRUCTION (S) : ONE (1) calculation question. Answer the question in the Answer Booklet(s) provided.

1. In **Table 1** below are **FOUR (4)** menu items randomly picked for the exercise of to analyse the performance of each menu item. The total number of meals served is 375. Given the number of dishes sold, item sales price and food cost percentage, you as a Manager of Legenda de Malaisie restaurant are required to calculate the followings:

- a. Total Sales (column 5) (2 marks)
- b. Total food cost (column 6) (2marks)
- c. Meal Check Average (2 marks)
- d. Gross profit (2 marks)
- e. Gross profit percentage (2marks)
- f. Gross profit average meal (2 marks)
- g. Popularity of Meals analysed (Total meals served is 375) (2 marks)
- h. Menu score (2 marks)

Please show your calculation in the answer booklet provided.

Based on the calculations above, answer the following requirement;

- i. Calculate the menu score for the items selected and Identify the most popular item. (2 marks)
- ii. Analyse the performance of each menu item and make **THREE (3)** suggestions as to how to increase the sale and popularity of the other items. (12 marks)

1	2	3	4	5	6
MENU ITEM	NUMBER SOLD	ITEM SALES PRICE	FOOD COST PERCENTAGE	TOTAL SALES	TOTAL FOOD COST
HAMBURGER	87	9.95	35		
LAMB CUTLET	58	11.95	38		
CHEESY PASTA	110	10.25	31		
CORDON BLEU	70	12.95	45		
	285				

Table 1

END OF EXAM PAPER