



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **CUL1323 Menu Planning and Development**
 Trimester & Year : May – August 2019
 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. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 PART B (70 marks) : TEN (10) short answer questions. 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 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 = 7 (Including the cover page)]

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : TEN (10) short answer questions. Answer ALL questions in the Answer Booklet (s) provided.

1. Roman feast consisted of 3 courses according to the first cook book written by *Apicius*. '**Cookery and Dining in Imperial Rome**'. Describe the courses. (4 marks)
2. Growth and changes in feeding habits will not stop. Explain the factors that may affect these changes. (12 marks)
3. Describe what 'Commercial Operation' refers to in the foodservice industry. (4 marks)
4. Name the significant contributors who made the foodservice industry boom during 'The Golden Age of Cuisine'. (10 marks)
5. Anyone planning a menu is well advised to use as many forms of market research as possible. List down the areas of research elements. (10 marks)
6. Discuss the characteristics of the special occasion menu. (6 marks)
7. Calculate the **FOOD COST PERCENTAGE** for the following:
You are required to show the formula, calculation and answer. (3 marks)
Food cost – RM 3210 Sales – RM 9876
8. How a menu is presented is important to most operations. List **7 (SEVEN)** characteristics of a menu that a menu planner must pay careful attention to. (7 marks)
9. What guidelines should an operator consider when designing a hot kitchen cooking line? (8 marks)
10. What is the difference between Renting versus Leasing? Explain the reasons for renting or leasing of foodservice equipment. (6 marks)

END OF EXAM PAPER