



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 15 empty boxes]

Student ID (in Words) : _____

Subject Code & Name : BCA1303 MENU CREATION AND DEVELOPMENT
Semester & Year : SEPTEMBER-DECEMBER 2016
Lecturer/Examiner : KERLLEY BONG
Duration : 3 HOURS

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 3 parts: PART A (45 marks) : THREE (3) essay questions. Answer ALL questions in the Answer Booklet(s) provided. PART B (30 marks) : TWO (2) calculation questions. Answer ALL questions in the Answer Booklet(s) provided. PART C (25 marks) : ONE (1) Long essay question. Answer all question.
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 objective 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 = 6 (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.

- 1a. Menu is defined as a list of food and beverages offered in an establishment. Different restaurants may adopt various styles of Menus. Name and discuss the **FIVE (5)** different styles of menu. (15 marks)
- b. Creating an effective menu card plays an important role that can help an establishment to increase sales. Discuss what is prime space in the menu card, the application of it and illustrate the focal point for the **THREE (3)** different layouts of menu cards. (10 marks)
2. Feasibility studies is conducted by many companies before venturing into a particular business, you are required to:
 - a. Explain the meaning of a feasibility study (3 marks)
 - b. List down **FOUR (4)** reasons why a feasibility study is good (4 marks)
 - c. Define the term Psychographic studies (3 marks)
3. Accuracy in Menus is extremely important to ensure a satisfied customer, if you are to open your own restaurant, discuss any **FIVE (5)** factors found in truths in menu writing. (10 marks)

END OF PART A

PART B : CALCULATION QUESTIONS (30 MARKS)

INSTRUCTION(S) : TWO (2) calculation questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1

Ben's Café has been operating for 6 months and the owner has approached you to conduct an analysis on his current business as the owner wishes to change certain things in the menu but is not sure which one needs to be changed. You, as the hired consultant are required to:

- a. Conduct a full menu mix analysis for Ben's Café with the information given in Table 1, fill up in the table which is provided at the last page of the question paper (15 marks)

Menu Items	Numbers Sold	Food Cost	Sales Price
Chicken Cordon Bleu	20	RM 6	RM 19
Spaghetti Bolognese	31	RM 5	RM 16
Shrimp Scampi	10	RM 9	RM 23
Beef Goulash	8	RM 7	RM 19
Osso Bucco	5	RM 10	RM 24
Garden Salad	13	RM 4	RM 10
Mushroom Soup	12	RM 5	RM 13

* Popularity index is set at 70%

Table 1: Ben's Café Menu sales

2. You as the Executive Sous Chef, are required to prepare the Cost card for a salad dish to be submitted to the Executive Chef for approval.

Figure 1 shows the Salad Macedonia recipe and Figure 2 is the price for ingredients.

- a. Calculate the cost per portion of the recipe. (10 marks)
- b. Draw the cost card diagramme in the answer booklet and fill in accordingly. (5 marks)

QUANTITY	UNIT	DESCRIPTION
Basic Ingredients		
0.300	Kg	Carrots
0.200	Kg	Jicama
0.100	Kg	French Beans
0.100	Kg	Green Peas
0.010	Kg	Salt
0.150	Kg	Potato
Mayonnaise		
1	No's	Egg yolk
0.010	Kg	Mustard
0.150	Lt	Corn Oil
0.015	LT	Vinegar
0.010	Kg	Pepper
Decoration		
0.200	Kg	Iceberg Lettuce
0.100	Kg	Tomatoes
1	No	Egg

Figure 1: Standard Recipe

Item	Quantity	Unit	Price
Carrots	1	Kg	RM 5.50
Jicama	1	Kg	RM 2.50
French Beans	1	Kg	RM 3.50
Eggs	30 no's	Tray	RM 10.00
Green Peas	0.800	Kg	RM 6.00
Mustard	1	kg	RM 35.00
Corn Oil	5	Lt	RM 38.00
Vinegar	3	Lt	RM 15.00
Iceberg Lettuce	1	Kg	RM 7.50
Tomatoes	1	Kg	RM 4.00
Pepper	1	Kg	RM 20.00
Salt	0.250	KG/BAG	RM 1.30
Potato	1	KG	RM 5.50
Dry Thyme	1	KG	RM 50.00

Figure 2: Market List

END OF PART B

PART C : LONG ESSAY QUESTION (25 MARKS)

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

Question 1

Papillon Café has good reputation and is well known as the modern fusion French Japanese restaurant located at Pavillon shopping mall. The restaurant is a semi fine dining concept and is located in a busy area with people that is willing to spend. However, *Papillon Café* does not seem to be the cup of tea for consumers. Upon checking, you found out that the menu itself seems to be rather awkward and menus written inside seems to be unclear and messy without any sequence to it with odd shapes and sizes. There seems to be no balance with the items offered in the restaurant. The only thing that seems to be correct is the focus point in the menu.

a. As a professional food and beverage consultant hired by Mr Takeshi Kaneshiro, you are to advice the Restaurant manager Miss Kerley on any **SEVEN (7)** details in constructing a new menu.

Justify your answers accordingly. (21 marks)

b. *Papillon Café* is known as a Themed *café*; explain the characteristics of a Themed Restaurant.

(4 marks)

END OF EXAM PAPER

