

**FACULTY OF CULINARY ARTS****FINAL EXAMINATION**

Student ID

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Student Name

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Subject Code & Name : **DCA 2201 CATERING SERVICES**
Semester & Year : Sept – Dec 2016
Lecturer/Examiner : Mohd Zaidi Saleh
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1.

PART B (50 marks) : FIVE (5) short answers questions. Answers are to be written in the Answer Booklet provided.

PART C (20 marks) : ONE (1) case study. Answers are to be written in the Answer Booklet provided.

- Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 = 10 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (50 MARKS)

**INSTRUCTION(S) : FIVE (5) short answer questions. Answer all questions in this section.
Write your answers in the Answer Booklet(s) provided.**

Question 1

List **FIVE (5)** factors to consider for growing the business. (5 marks)

Question 2

Based on your study, what should management do to get the **BEST** performance from staff? (8 marks)

Question 3

- a. List **FOUR (4)** criteria of a catering vehicle. (4 marks)
- b. Describe the best elements when packing food for a catering vehicle. (4 marks)
- c. Discuss the benefits of food truck sole proprietorships. (4 marks)

Question 4

Draw and explain the marketing cycle. (8 marks)

Question 5

(17 marks)

Every month you organize a dinner at The Datai Langkawi Resort. You are required to complete a quotation based all of information given /discussion that you had with the contact from your customer, Vincent. This event caters for 400 pax. The difference of menu ordered will be accounted for vegetarian guest. Calculate the price quotation based on the method that has been taught in class

No	Note	Price Per Unit (RM)	Quantity	Remarks
1	Thai Buffet Menu	70	300	Per person
2	LCD projector	200	1	Per day
3	Malaysian Buffet Menu	60	50	Per person
4	Vegetarian Buffet Menu	65		Per person
5	Microphone wireless	120	3	Per day
6	Waiter / waitress	50	30	Per night
7	Function room rental	2000	1	Per day
8	LCD 15" Screen	80	4	Per day
9	Stage	300	1	Per day
10	Stage decorations / backdrop	150	1	Per day
11	Table flower arrangement	30	40	Per Table
12	Tables	10	40	Per Day
13	Chairs	5	400	Per Day
14	Cutleries rental	1.50	400	Per Set/day
	Name Of event	Annual Dinner		
	Date of event	3 rd Jan 2017		
	Time of event	6.00 pm – 11 pm		
	Number of people	400 pax		
	Venue	Datai Room		
	Menu	300 pax Thai buffet menu		
		50 pax Malaysian buffet menu		
	Beverage	2 hour (nonalcoholic) @ RM 20 per pax, 300 pax		
		2 hour (alcoholic) @ RM 50 per pax, 100 pax		

Deposit confirmation 40%

Malaysian Government Tax 6 % and Service Charge 10 %

END OF PART B

PART C : CASE STUDY (20 MARKS)

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

Sofea is interested in opening a catering company cum café in the Damansara area. As an entrepreneur, she wants her business to succeed, therefore she wants a business plan conducted before opening her food business. She has hired you as a consultant to help her out with this task. Discuss how creating a business plan can help in deciding to start the business for Sofea and her future.

(20 marks)

END OF EXAM PAPER