



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DCA2306 Menu Planning and Development**
Semester & Year : Sept – Dec 2016
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) : SEVEN (7) 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 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 = 2 (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.

1. What is a standard recipe and why is it important for a foodservice operation to use standard recipes? (8 marks)
2. Explain what are Market Survey and its function. (4 marks)
- 3a. Provide and explain **FOUR (4)** examples of menu styles that were offered to dining customers in restaurants. (8 marks)
- b. What menu style options would you offer to your customer if they came to dine in your restaurant for luncheon? (6 marks)
4. List additional information a menu planner might write into a menu besides menu descriptions. (10 marks)
- 5a. Describe Institutional Feeding when referring to the foodservice industry. (4 marks)
- b. Identify and distinguish **FIVE (5)** segments of institutional feeding establishments in today's foodservice industry. (10 marks)
6. You are the executive chef of a super famous restaurant chain and there is a need to change new menu. What mark-up methods would you apply for your new menu pricing to increase your profits? (8 marks)
7. Define 'Yield Test' and explain ways to conduct the yield test for your new up-coming restaurant menu. (12 marks)

END OF EXAM PAPER