



## FACULTY OF CULINARY ARTS

### FINAL EXAMINATION

Student ID (in Figures) :

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Student Name :

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Subject Code & Name : **CUL1573 MENU CREATION AND DEVELOPMENT**  
 Semester & Year : SEPTEMBER – DECEMBER 2017  
 Lecturer/Examiner : VINCENT PANG  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 3 parts:
  - PART A (45 marks) : FIVE (5) Short Answer questions. Answer all questions.
  - PART B (30 marks) : TWO (2) Calculation question. Answer all questions.
  - PART C (25 marks) : TWO (2) Essay questions. Answer all questions.
- 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 = 4 (Including the cover page)**

**PART A** : **SHORT ANSWER QUESTIONS (45 MARKS)**  
**INSTRUCTION(S)** : **FIVE (5)** Short essay questions. Answer **ALL** questions in the Answer Booklet(s) provided.

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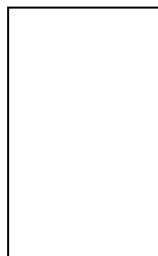
1. Analyze the table given below and classify the dishes according to the most suitable **FOUR (4)** categories of menu mix analysis and briefly explain those categories characteristics. (9 marks)

Item	Popularity Index %	Contribution Margin %
Roast Chicken	19.1	38
Lamb Stew	30.3	20.3
Beef Wellington	29.6	40
Seafood Platter	19.3	31.6
Roast Duck	19	28

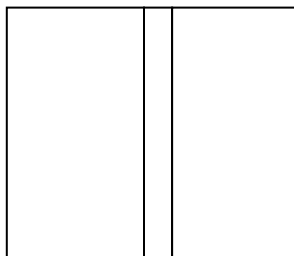
\*Popularity index is set at minimum 20% as high, anything less is considered low

\* Contribution margin is set at minimum 30% as high, anything less is considered low

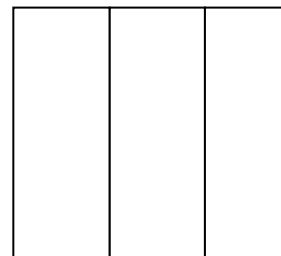
2. Compare the differences between a luncheon menu and dinner menu. (13 marks)
3. What are the **EIGHT (8)** characteristics of a home based catering? (8 marks)
4. Accuracy in menus is important as it is a tool used to sell the products of a food business. Choose any **FOUR (4)** and discuss about it. (8 marks)
5. Draw the prime space in the given diagram below and describe **FOUR (4)** characteristics of a prime space. *(Only the drawing of prime space to be answered in the question paper)* (7 marks)



Single sheet menu



Two fold menu



Three fold menu

**END OF PART A**

**PART B : CALCULATION QUESTIONS (30 MARKS)**

**INSTRUCTION (S) :** Answer **ALL** questions. Write your answer in the Answer Booklet provided.

1. Christmas is approaching and the management has requested you to create a menu that is affordable but yet is exclusive to be sold during the holiday season. Selling price of the set menu is RM 100 net which is inclusive of service charge and goods and services tax.

a. Calculate the amount for each item in the **THREE (3)** tables provided below. (20 marks)  
*(Question 1a answers to be written in the question paper)*

Snow Fish, Tiger Prawns & Vegetables							
Ingredients	PURCHASE PRICE			USAGE			
	Price	Weight	Yield (%)	Qty	Unit	Per 10 pax	Per serving
Snow Fish	27	1 kg	65	1.5	Kg	• RM	• RM
Snow pea	15.50	1 kg	100	0.150	Kg	• RM	• RM
Tiger Prawns	48.00	1 kg	65	0.600	Kg	• RM	• RM
Tomato with Vine	5.50	1 kg	100	0.150	Kg	• RM	• RM
Shimeiji Mushroom	3.20	1 kg	80	0.050	Kg	• RM	• RM
Alfalfa Sprouts	5.99	125gms	100	0.050	Kg	• RM	• RM
						• RM /10 pax	• RM /serving

Orange Beurre Blanc							
Ingredients	PURCHASE PRICE			USAGE			
	Price	Weight	Yield (%)	Qty	Unit	Per 10 pax	Per Serving
Shallots	4.80	1 kg	80	0.250	Kg	• RM	• RM
Bay Leaf	40.00	1 kg	100	1	Pc	• RM	• RM
Orange	0.65	1 no	25	5	No's	• RM	• RM
Cream	13.45	1 lt	100	0.250	Kg	• RM	• RM
Butter	21.40	1 kg	100	0.200	kg	• RM	• RM
						• RM /10 pax	• RM /serving

Rostie							
Ingredients	PURCHASE PRICE			USAGE			
	Price	Weight	Yield (%)	Qty	Unit	Per 10 pax	Per Serving
Idaho Potato	4.50	1 kg	90	0.120	Kg	• RM	• RM
Cooking Oil	4.65	1 kg	100	0.200	Kg	• RM	• RM
Egg	0.42	No's	100	2	No's	• RM	• RM
						• RM /10 serving	• RM /serving

\* Overall total for 10 serving & per serving maximum variation is 40 cents

\* Quantity provided under usage is for 10 servings

b. Based on the scenario above, calculate the following for the Set Menu.

*(All calculations must be shown clearly in the answer booklet.)*

- 6% GST (4 marks)
- 10% Service charge (4 marks)
- 33% food cost (2 marks)

**PART C** : **ESSAY QUESTIONS (25 MARKS)**  
**INSTRUCTION (S)** : Answer **ALL** questions. Write your answer in the Answer Booklet provided.

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**Question 1**

Theresa's Trattoria is an 80 seat regional Italian eatery located on a commercial street in the middle of a primarily residential neighborhood. The menu features traditional and authentic regional cuisine like freshly made pasta, osso bucco and homemade desserts. There are several other businesses on the same street including three Chinese restaurants, a bakery, a Greek Pizzeria an upscale French restaurant , three hair salons, a book store, a toy store, four clothing boutique , a bar, a travel agency and an Indian restaurant. There are several business offices nearby and a hospital that has added additional office tower. The area also for sees that in the coming months few more business offices will be up and running. Out of all the restaurants, only the upscale French restaurant is operating for lunch from Monday to Fridays. Currently, Theresa's trattoria is open for dinner only from Monday to Fridays and open for lunch and dinner on both Saturday and Sunday, they are considering expanding their business by opening for lunch Monday to Fridays and discontinuing lunch on Saturdays and Sundays. The owners did some initial research by asking verbally a few of their customers and obtained a positive response. The restaurant has not revised its menu in 3 years and they are open to make changes.

- a. As the head chef, you are tasked to explain to the owners of Theresa's trattoria on the **EIGHT (8)** factors that should be considered before creating a new menu and the reasons behind it. (18 marks)
- b. Base on the scenario above, do you think that it would be wise for Theresa's trattoria to operate for lunch from Monday to Friday? Why or why not? Fully support your reasons (7 marks)

**END OF EXAM PAPER**