



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **CUL1573 MENU CREATION AND DEVELOPMENT**
Trimester & Year : SEPTEMBER – DECEMBER 2018
Lecturer/Examiner : VINCENT PANG
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
PART A (45 marks) : SIX (6) Short essay questions. Answer all questions.

PART B (30 marks) : THREE (3) Calculation question. Answer all questions

PART C (25 marks) : ONE (1) Scenario question. Answer all questions.
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 = 6 (Including the cover page)

PART A : **SHORT ESSAY QUESTIONS (45 MARKS)**
INSTRUCTION(S) : **SIX (6)** essay questions. Answer **ALL** questions in the Answer Booklet(s) provided.

1. Explain **FOUR (4)** ways that a menu can be used to market a restaurant (8 marks)
2. Discuss the characteristics of the following menu styles:-
 - a. Room Service Menu (3 marks)
 - b. Special Occasion Menu (3 marks)

Representation of Quality
Representation of Point of Origin
Representation of food preparation

3. Create a menu for the following protein that encompasses the three truths in menu as listed above
 - a. Beef (3 marks)
 - b. Lamb (3 marks)
 - c. Cod (3 marks)
4. Your partner has completed calculating the menu mix analysis and has approached you to identify the category that the dishes fall under, you are required to:-
 - a. Complete the table by identifying the category the dishes fall under using the table below.
 (Answers to be written in the table below) (4 marks)
 - b. Discuss **TWO (2)** possible actions to take for each dish based on the results obtained in question 4a (8 marks)

Item	Menu Mix %	Contribution Margin	Contribution Margin category	Menu Mix Category	Menu Item Classification
Chicken Chop	20.20	RM 15.00	High	High	•
Vegetable fritters	8	RM 10.00	High	Low	•
Spaghetti Bolognese	13.13	RM 8.00	Low	High	•
Aglio Olio	8.08	RM 5.50	Low	Low	•

Average Contribution Margin: RM 10.92

Popularity Index: 9.9

5. Explain the following terminology
- a. Semi ala cart (2 marks)
 - b. Menu Du jour (2 marks)
 - c. Cycle Menu (2 marks)
6. Explain the characteristics of a theme restaurant (4 marks)

END OF PART A

PART B : CALCULATION QUESTIONS (30 MARKS)

INSTRUCTION(S) : **THREE (3)** calculation question. Answer question **1 and 2** in the answer booklet. **Question 3** to be answered in the question booklet

1. Based on the table below, identify the following:-
(All calculations must be shown clearly in the answer booklet)

	Steak Dinner	Fish Sandwich	Coffee
Selling Price	\$15.00	\$4.00	\$0.75
Cost	\$7.50	\$1.00	\$0.15

- a. Which item has the highest contribution margin (3 marks)
- b. Which items has the lowest food cost percentage (3 marks)
2. Calculate the total extension, total number of portions and portion costs for the following:
(Answers to be shown in the answer booklet) (15 marks)
- a. AP weight : 4.5 kg
AP price : RM31.00 per kg
Waste : 900gm
Portion size : 175gm
- b. AP weight : 7.2 kg
AP price : RM4.40 per kg
Waste : 2.8kg
Portion size : 140gm
- c. AP weight : 4 lit
AP price : RM5.90 per lit
Waste : 400ml
Portion size : 85ml
- d. AP weight : 25 lbs
AP price : RM8.95 per lb
Waste : 3.5 lbs
Portion size : 8 oz
- e. AP weigh : 35 lbs
AP price : RM2.50 per lb
Waste : 11.5 lbs
Portion size : 12 oz

3. Complete the table below to find out the Contribution Margin category of the three dishes
(Answer in the table below) (9 marks)

Item	Numbers sold	Food Cost	Sales Price	Item Contribution Margin	Total Menu Cost	Total Sales Per item	Menu Contribution Margin	Contribution Margin category
Chicken	20	RM 6	RM 19	•	•	•	•	•
Pork	31	RM 5	RM 16	•	•	•	•	•
Lamb	10	RM 9	RM 23	•	•	•	•	•
AVERAGE CONTRIBUTION MARGINE								•
TOTAL SALES								•
TOTAL MENU COST								•

END OF PART B

PART C : **SCENARIO QUESTIONS (25 MARKS)**
INSTRUCTION(S) : **ONE (1)** Scenario question. Answer **ALL** questions in the Answer Booklet(s) provided.

Question 1

The ultimate goal of costing recipes is to determine an appropriate sales price for the items listed on the menu. Too high of a sales price may result in loss of customers to competitors while too low sales prices may not bring in enough money to cover its cost. As a chef, you may use one of several methods to calculate a tentative menu price from a given cost per portion for that menu item. Prices are then later modified further according to customer psychology and other factors.

- a. Based on the paragraph above, discuss in-depth, **FOUR (4)** factors that can affect menu prices which are not accounted for in methods to calculate a menu price. (20 marks)

- b. When is it applicable to match a competitors menu pricing and why is this method considered risky? (5 marks)

END OF EXAM PAPER