



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 14 empty boxes]

Student ID (in Words) : \_\_\_\_\_

Course Code & Name : CUL1322 CATERING SERVICES
Trimester & Year : September – December 2018
Lecturer/Examiner : Hasri Bin Hassan
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 3 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions.
PART B (50 marks) : FIVE (5) short answer questions.
PART C (20 marks) : ONE (1) essay questions.
2. Candidates are not allowed to bring any unauthorised materials...
3. This question paper must be submitted along with all used and/or unused rough papers...
4. Only ballpoint pens are allowed to be used in answering the questions...

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence...

Total Number of pages = 9 (Including the cover page)

**PART B : SHORT ANSWER QUESTIONS (50 MARKS).**

**INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.**

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1. List the contents found in a BEO. (5 marks)
2. Explain the advantages and disadvantages when renting equipment for an event. (8 marks)
3. Employees are essential to any catering business as finding and managing staff can be the greatest challenge of running a catering business.
  - a. List **TWO (2)** ways of hiring staff. (2 marks)
  - b. Describe the characteristics of a model employee. (6 marks)
  - c. What are the strategies being used to receive the best contribution from your staff? (4 marks)
4. Draw and explain the marketing cycle by Scanlon (2007). (8 marks )
5. You are organizing a lunch at the Berjaya Hotel Time Square. You are required to prepare a quotation based on the information / discussion that you had with the contact from your customer, Andrea. 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

(17 marks)

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	25	Per Table
12	Tables	10	25	Per Day
13	Chairs	5	300	Per Day
14	Cutleries rental	1.50	400	Per Set/day

Name Of event	Annual Dinner
Date of event	2 <sup>nd</sup> January 2014
Time of event	6.00 pm – 11 pm
Number of people	400 pax
Venue	Manhattan 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 %

**PART C : ESSAY QUESTIONS (20 MARKS)**

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

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1. Danny and Larry Restaurant Sdn. Bhd. have asked Silver Management for a recommendation to plan a vision and mission in their five year proposal. Silver Management needs to analyse the secrets to succeed and implement it. Discuss what are the steps should be taken to plan the mission. (20 marks)

**END OF EXAM PAPER**