

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

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **CUL1323 Menu Planning and Development**
Trimester & Year : September – December 2018
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) : TEN (10) 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 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 = 7 (Including the cover page)]

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : TEN (10) short answer questions. Answer ALL questions in the Answer Booklet (s) provided.

1. **'Cookery and dining in Imperial Rome'** the first cook book written by Apicius, according to this book, Roman feast consisted of 3 courses. Describe the courses. (4 marks)
2. What were the predicts on Forces of Change that may occur in the years to come for the future of foodservice industry? (12 marks)
3. A foodservice operation must be aware of **FOUR (4)** major expenses. State the **FOUR (4)** expenses. (4 marks)
4. What additional information does a menu planner write on a menu besides food and beverage descriptions? (10 marks)
5. Discuss the characteristics of the catering menu. (6 marks)
6. Describe **THREE (3)** mark-up methods that can be applied in menu planning to increase profits? (9 marks)
7. Calculate the **FOOD COST PERCENTAGE** for the following:
You are required to show the formula, calculation and answer. (3 marks)
Food cost – RM 2233 Sales – RM 8233
8. How does 'menu engineering' benefit the foodservice industry? (4 marks)
9. List and briefly explain the **FOUR (4)** categories of menu engineering. (12 marks)
10. Explain the difference between Renting versus Leasing; and the reasons for renting or leasing of foodservice equipment. (6 marks)

END OF EXAM PAPER