



FACULTY OF CULINARY ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **CUL2013 Purchasing for Chefs**
Semester : September – December 2019
Lecturer/Examiner : W.Edie Azlie W.Mohd Asri
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (40 marks) : Answer THREE (3) short answer questions. Write your answers in the Answer Booklet(s) provided.
PART B (60 marks) : There are FIVE (5) questions. Write your answers in the Answer Booklet(s) provided.
2. Candidates are not allowed to bring any unauthorized 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 = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer **THREE (3)** short answer questions. Write your answers in the Answer Booklet(s) provided.

1. The past several years have been tumultuous for the food and beverage distribution industry. Food and beverage, non-food supplies, furniture, fixtures, equipment, and services follow relative specific distribution channel.
 - a. List **FOUR (4)** by passing the intermediaries and dealing with the directly with the primary source also exist. (4 marks)
 - b. In line with this above, briefly explain major distribution system sources and intermediaries for alcohol. (6 marks)

2. One of the most defining aspects of this industry is that it focuses on customer satisfaction. While this is true of nearly every business, this industry relies entirely on customers' being happy. This is because these businesses are based on providing luxury services. Very few hospitality businesses provide a basic service that people need, like food or clothing. Another defining aspect of this industry is its reliance on disposable income and leisure time. For this reason, most of these businesses are for tourists or rich patrons. If disposable income decreases due to a slump or recession, then these are often the first businesses to suffer because customers won't have the extra money to enjoy their services.
 - a. Explain the importance of food for the hospital patient, with suggestions for the types of food to be offered. (10 marks)
 - b. Give your impressions of the food that was served at your previous schools, with suggestions for improvement. (10 marks)

3. The complexity of the purchasing systems depends on the size and type of an organization, whether the buying is centralized or decentralized and established management policies. Procedure should be as simple as possible with record keeping and paperwork limited to those essential for control and communication. Consequently, gather the information about the process of purchasing and describe the formal methods of buying. (10 marks)

END OF PART A

PART B : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : There are **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Inventory is a discipline primarily about specifying the shape and placement of stocked goods. It is required at different locations within a facility or within many locations of a supply network to precede the regular and planned course of production and stock of materials. Inventory is the raw materials, work-in-process products and finished goods that are the portion of a business's assets that are ready or will be ready for sale. Judge the effectiveness of perpetual inventory for the foodservice organization and explain the impact of the system for purchasing process.

(10 marks)

2. Timing or rate of delivery as required by a buyer, or as agreed between a buyer and a seller, for goods or services purchased for a future delivery period. Explain the advantages and potential risk of scheduling deliveries as close to production dates as possible.

(10 marks)

3. The marketing channels are critical to the success of a marketing strategy and play a factor in your buying decision. Each channel has a specific role in influencing what to buy and what to leave out for a consumer. Not every channel works at the same time and they work at different pace as well. Discuss how marketing channel has an impact on the price paid for a food product by the consumer.

(10 marks)

4. The food cost percentage is the most frequent quoted percentage in the restaurant business. The food cost percentage can be basic and complex calculation when transfers, returns, breakages, mistakes, customer returns, and spillage and employee meals and so on. Calculate the food cost percentage for questions given below.
 - a. Abraham Diner, the total cost of all food purchased for the day is RM1,020.00 and the total sales for the day is RM350.00. Find the daily food cost percentage.

(3 marks)

 - b. Gadek Hot Cafe, the total cost of all food purchased for the day is RM426.00 and the total sales for the day is RM989.50. Find the daily food cost percentage.

(3 marks)

 - c. Compare the daily food cost percentage for question (a) and (b). Gather the information about the food cost percentage and determine the best ways maintaining the cost for both organizations.

(6 marks)

5. Calculate the sales, food costs and food cost percentage for Graham's Café.

Customer Count	:	390	Date	:	February 15, 2018
Average Sales	:	RM 1.45	Day	:	Monday
Issues		Today	To Date		Last Month to Date
<i>Storeroom</i>					
Canned goods		RM 24.30	RM 106.55		RM 98.40
Other groceries		17.80	40.50		42.20
Meat		47.25	325.50		312.30
Frozen foods		9.50	25.22		23.60
<i>Direct Purchases</i>					
Poultry, fresh		18.15	75.45		72.53
Seafood, fresh		20.35	52.60		48.22
Produce		10.56	37.65		34.25
Dairy products		6.90	23.75		19.85
Bread and rolls		5.85	24.43		23.46
Miscellaneous		6.20	12.24		11.47
Total Cost		(a)	(b)		(c)
Total Sales		(d)	RM1,650.00		RM1,560.00
Food Cost Percentage		(e)	(f)		(g)

Demonstrate the computation for each question.

- The total cost for Today. (2 marks)
- The total cost for To Date. (2 marks)
- The total cost for Last Month to Date. (2 marks)
- The total Sales for Today (2 marks)
- The food cost percentage for Today. (2 marks)
- The food cost percentage for To Date. (2 marks)
- The food cost percentage for Last Month to Date. (2 marks)
- Give your opinion on the food cost percentage for Graham's Café. (4 marks)

END OF EXAM PAPER