

**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- DEC 2019
Lecturer/Examiner : Faizul Rizal B Mt Akhir
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 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 = 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. The menu represents something significant to a foodservice establishment. Determine **TWO (2)** purposes of a menu in foodservice operation. (4 marks)
2. What role does a standard recipe play and why is it important for a foodservice operations? (6 marks)
3. Identify **FIVE (5)** segments of the commercial foodservice operation and explain the characteristics of each one. (10 marks)
4. A market survey provides a detail analysis. List **EIGHT (8)** elements about a community that should be evaluated prior to starting a new restaurant? (8 marks)
5. Menu planning is a time-consuming and detailed task, describe the various tool used to plan a menu. (6 marks)
6. Explain the major characteristics of a 'Tasting Menu'. (10 marks)
7. Colmar Tropicale table d'hote menu cost is RM 11.28; a 33% food cost is desired. What is the selling price? Show the formula, calculation and answer. (4 marks)
8. How do you describe 'Yield Test' and what are the methods used to conduct the test for restaurant operations? (12 marks)
9. Chateau Organic Café face revenue challenges, they appointed you as consultant to help them achieve greater profits for their café. What guidelines would you recommend to them? (6 marks)
10. To stay within a budget, it is essential to follow a purchasing guideline. List **FOUR (4)** guidelines when selecting foodservice equipment. (4 marks)

END OF EXAM PAPER