



Private & Confidential

FACULTY OF CULINARY ARTS

FINAL EXAMINATION

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

Student ID (in Words) : _____

Course Code & Name : CUL1323 Menu Planning and Development
Semester & Year : September- December 2020
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. PART B (70 marks) : SIX (6) short answer questions.
2. Candidates are not allowed to bring any unauthorized 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 A : MULTIPLE CHOICE QUESTIONS (30 MARKS)

INSTRUCTION(S) : Questions 1- 30 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

1. In 20th century, Nouvelle Cuisine were created by group of French chefs. Who are they?
 - a. Paul Bocuse, Gaston Lenotre, Micheal Guerard, Rorge Verge and Paul Haeberlin
 - b. Jean and Paul Troisaros, Rorge Verge, Paul Haeberlin, Paul Bocuse and Gaston Lenotre
 - c. Rorge Verge, Paul Haeberlin, Paul Bocuse, Antoine Careme, Micheal Guerard and Paul Troisaros
 - d. Micheal Guerard, Jean and Paul Troisaros, Paul Bocuse, Rorge Verge and Paul Haeberlin

2. An area of a buffet where chefs prepare food to order such as omelets, waffles, pasta or crepes is referred to as:
 - a. scramble station
 - b. action station
 - c. sauté station
 - d. chef station

3. Information linking buying preferences and how well the business meets those preferences as viewed by the potential buyer is referred to as:
 - a. market research
 - b. point of sale system
 - c. website of the restaurant
 - d. preference tracking system

4. What is the end result when your restaurant offers a large number of menu choices?
 - a. Results in higher training costs as servers must learn much more in order to describe food items to guests
 - b. Enchant guests who return again and again in order to try everything appealing
 - c. Overwhelm guests who will usually fall back to choices they have made before
 - d. Entice guests who order more and spend more

5. Which of the following steps is **NOT** important in preparing a market survey?
- Performing a percolation test
 - Able to know customer's food preferences
 - Establishing the type of foodservice operation
 - Determining the community need for a foodservice operation
6. Knowing the age group of your market will help to determine:
- prices
 - portion size
 - the style of entertainment
 - all of the above
7. The amount of income that is left after taxes and personal bills have been paid is known as:
- benefit income
 - leftover income
 - disposable income
 - revenue and profit income
8. In the foodservice industry, turnover is also known as:
- a rarity in this era of a tough job market
 - often attributable to employee illness
 - increased costs and decreased service
 - about the same as any other retail industry
9. Which listed below is **CORRECT** about *Du Jour* menu?
- Offers food items separately at a separate price
 - Features menu items that are unique to that day
 - Refers to several menus that are offered in rotation
 - Menu groups several food items together at a single price
10. The statement below that is **CORRECT** concerning the specialty menu is:
- freshness of supplies is very important
 - specialty menus are very inexpensive
 - specialty menu is usually *à la carte*
 - there is little cross-utilization

11. Food stocks are kept in a suitable level to:
 - a. ensure cleaning schedule should not be posted
 - b. check thoroughly against the orders to prevent more wastages
 - c. eliminate the risk of running out of commodities
 - d. monitor percentage loss for all outlet

12. A recipe card should also include:
 - a. a picture of the finished product
 - b. the price of the menu item
 - c. the food cost percent
 - d. the chef's signature

13. A restaurant menu design is a reflection of:
 - a. the chef and his/her team
 - b. the customer's loyalty
 - c. the manager and his/her service crews
 - d. the restaurant itself

14. Before you design your restaurant menu, you should:
 - a. check out your competition
 - b. look at your competitor's website and study their menu to see the price range of their meals
 - c. look for similarities and differences between your prospective restaurant menu and your competitor's
 - d. all of the above

15. Menu items of high popularity and low cash gross profit contributions are known as:
 - a. Dogs
 - b. Plough Horses
 - c. Puzzles
 - d. Stars

16. A menu forming a meal usually of two or three courses at a set price is called:
 - a. *a la carte*
 - b. buffet
 - c. high tea
 - d. *table d'hote*

17. Which statement is **FALSE** of cycle menu?
- a. A way of offering variety
 - b. It changes every day for a certain period
 - c. Mostly practised in cafeteria, canteens, hospitals or colleges
 - d. Should be an emphasis on healthy eating and balanced diet
18. Which statement below is **INCORRECT** about cycle menus?
- a. Caterer cannot easily take advantage of good buys offered by suppliers on daily or weekly basis
 - b. They can cut down on the number of commodities held in stock and can assist in planning storage requirements
 - c. They give greater efficiency in time and labour
 - d. They save time by removing the daily or weekly task of compiling menus
19. A written formula for producing a food item of a specified quality and quantity for use in a particular establishment is known as:
- a. menu planning
 - b. purchase requisition
 - c. service information
 - d. standardised recipe
20. A sensible menu policy provides a means of:
- a. communication
 - b. operation
 - c. recommendation
 - d. satisfaction
21. It discloses the net profit made by each section of the organisation and shows the cost of each meal produced. This is called:
- a. cost control
 - b. labour cost
 - c. material cost
 - d. utility cost

22. What does competitive pricing mean?
- Prices are based on the prices charged by competitors for broadly similar products and services
 - Prices has been determined, the cost of materials, labour and overheads is calculated in order to show a satisfactory profit
 - Prices on what market research indicates the consumer will be prepared and able to pay
 - Prices tends to be used by more sophisticated operators
23. The fresh food yield test **DOES NOT** include:
- food items purchased in an altered fresh state
 - weighing fresh food as it is received
 - trimming any undesirable parts
 - preparing and cooking the food
24. Factors that determine a standard of quality in a food product are known as:
- grade
 - colour
 - weights
 - specifications
25. The fast food industry did **NOT** teach the foodservice industry about:
- quick service
 - high fat diets
 - low check average
 - organised systems
26. Who is credited with introducing *haute cuisine* to France?
- Catherine de Medici
 - Harlan Sanders
 - Friar Tuck
 - Boulangier
27. Several developments that occurred in France lead in a new era that perfected dining standards and helped making dining out a central social activity. This era was called:
- Silver Age of Cuisine
 - Golden Age of Cuisine
 - Golden Age of Cooking
 - Silver Spoon

28. The award '*cordon bleu*' was given to _____ as an excellent cook/best chef by the king, *Louis XV*.
- a. Mary Anne Eaton
 - b. Karen Erich Drummond
 - c. Madame du Barry
 - d. Agnes Sorel
29. Sales history ledger should be analysed:
- a. weekly
 - b. every 6 months
 - c. every 12 months
 - d. every 18 months
30. Who wrote the first cook book?
- a. Apache
 - b. Apicius
 - c. Mark Twin
 - d. Marco Pollo

END OF PART A

PART B: SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S): SIX (6) short answer questions. Answer **ALL** questions in the Answer Booklet(s) provided.

1. List down the evidences that humans have prepared and eaten food in group since the earliest time. (10 marks)

2. What is Market survey and its functions? (6 marks)

3. List down 10 Preliminary steps when preparing a Market survey. (10 marks)

4. a. What is Menu? (10 marks)
b. Explain the purpose of a menu. (10 marks)

5. Explain the physical factor limitations in menu planning. (9 marks)

6. Calculate the Total Extension, Total number of Portion and Portion Cost from the given figure below: (15 marks)

a.

AP weight	27 kg
AP price	RM 4.35 kg
Waste	2.5 kg
Portion Size	200gm

Total Extension:

Total number of Portion:

Portion Cost:

b.

AP weight	50 kg
AP price	RM 1.20 kg
Waste	5.5 kg
Portion Size	175 gm

Total Extension:

Total number of Portion:

Portion Cost:

c.

AP weight	10 kg
AP price	RM 3.40 kg
Waste	1 kg
Portion Size	350gm

Total Extension:

Total number of Portion:

Portion Cost:

d.

AP weight	22 kg
AP price	RM 2.00
Waste	3 kg
Portion Size	220gm

Total Extension:

Total number of Portion:

Portion Cost:

e.

AP weight	80 kg
AP price	RM 4.68 kg
Waste	10 kg
Portion Size	330 gm

Total Extension:

Total number of Portion:

Portion Cost:

END OF EXAM PAPER