



## FACULTY OF CULINARY ARTS

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **CUL1322 CATERING SERVICES**  
 Semester & Year : September – December 2022  
 Lecturer/Examiner : Nina Marlina Idris  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
  - PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.**
  - PART B (50 marks) : SEVEN (7) short answer questions. Answers are to be written in the Answer Booklet provided.**
  - PART C (20 marks) : THREE (3) essay 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 = 10 (Including the cover page)**

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

**INSTRUCTION(S) : SEVEN (7) short answer questions. Answer all questions in this section. Write your answers in the Answer Booklet(s) provided.**

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1. a. Define the term 'catering management'. (3 marks)  
b. Differentiate between 'on premises' and 'off premises' catering. (6 marks)  
c. Provide **THREE (3)** examples for each stated in **1b.** (6 marks)
2. Caterers provide single event foodservice, but not all caterers are created equal. They generally fall into **THREE (3)** categories. State and explain the **THREE (3)** categories of caterer that you know? (6 Marks)
3. a. Provide **FOUR (4)** examples in which this insurance is useful for the caterer (4 marks)  
b. Base on your answer provided in 3 (a), evaluate what other compensation that employee is eligible for. (4 marks)
4. Identify **EIGHT (8)** ways restaurateurs benefit from catering off-premise events. (8 Marks)
5. If you are one of the caterers, give **SIX (6)** key questions caterers must ask themselves before accepting an off-premise function. (6 Marks)
6. Identify **FOUR (4)** best strategies in order to retain catering employees. (4 Marks)
7. State **THREE (3)** benefits from purchasing fully prepared menu items for catering purposes. (3 marks)

**END OF PART B**

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

**INSTRUCTION(S)** : There are **THREE (3)** essay questions in this section. Answer **TWO (2)** questions only in the Answer Booklet(s) provided.

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1. Examine at least **FIVE (5)** various forms of marketing tools that can be used by caterers as part of marketing plans. (10 Marks)
  
2. A variety of factors can influence a decision to buy or rent equipment for an event. Examine the advantage and disadvantage renting equipment third party source. (10 Marks)
  
3. "On-site, catering staff should be trained about how much "creativity" is allowed in designing displays for the event. Some clients prefer clean, simple look while others may look for other factors such as colors and textures."

No matter how elaborate the décor, there are a few generic procedures regarding food stations and buffets. Discuss the corrective action in order to make sure that all the setup process during preparation for the event is in orderly manner. (10 Marks)

**END OF EXAM PAPER**