

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

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **CUL1323 Menu Planning and Development**
Semester & Year : September – December 2023
Lecturer/Examiner : Abdul Mudzzamir
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 = 8 (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. List **FOUR (4)** physical factors that need to be considered when designing a menu. (4 marks)
2. Growth and changes in feeding habits will not stop. Explain the factors that may affect these changes. (12 marks)
3. List down **SIX (6)** ways to add excitement to a menu. (6 marks)
4. What are the items that are necessary on a standardized recipe? (8 marks)
5. Calculate the **FOOD COST PERCENTAGE** for the following:
You are required to show the formula, calculation and answer. (6 marks)
Food cost – RM 4210 Sales – RM 10834
6. List and briefly explain the **FOUR (4)** categories of menu engineering. (12 marks)
7. Discuss the characteristics of the catering menu. (6 marks)
8. What role does a standard recipe play and why is it important for a foodservice operation? (6 marks)
9. To stay within a budget, it is essential to follow a purchasing guideline. List **FOUR (4)** guidelines when selecting foodservice equipment. (4 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