



**FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF HOSPITALITY  
FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **FBS 1524 FOOD AND BEVERAGE MANAGEMENT**  
Trimester & Year : September - December 2024  
Lecturer/Examiner : Mr. Justin  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. **Answers everything in this question paper. This question paper consists of 2 parts:**  
**PART A (70 marks) : FOUR (4) questions are short answer questions. Answers are to be written in the question paper.**  
**PART B (30 marks) : ONE (1) Essay question. Answers are to be written in the question paper.**
2. **Candidates are not allowed to bring any unauthorized materials except writing equipment and calculator 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 (70 MARKS)**

**INSTRUCTION(S) : FOUR (4) questions are definitional and extended short answer questions.**  
Answers are to be this question paper.

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1. Describe each of the following term **AND** provide an example of each from the food and beverage industry:
  - a. Income Statement (3 Marks)
  - b. Labour Cost Percentage (3 Marks)
  - c. Shareholder equity (3 Marks)
  - d. Motivation (3 Marks)
  - e. Distributive Bargaining and Integrative Bargaining (4 Marks)
  - f. Assets (4 Marks)
  
2. Marketing concept is the management philosophy that determines and satisfies the needs and wants of customers is the primary objective of an organization. Explain **FIVE (5)** marketing concepts and provide relevant examples of each concept. (10 marks)
  
3. Ueno restaurant is at the stage of planning for the layout and the Head Chef currently is busy sorting out the menu and he has no time to sort out the equipment. Therefore you as the Executive Sous Chef are requested to sort out the **FIVE (5)** purchase and selection factors for the food service equipment. (10 marks)

4. The menu's function is **NOT ONLY** to inform the guests about food and beverage items that are available. The menu is very important because it is the implementation of the restaurant's marketing plan, financial management and daily operation. In order to have smooth and profitable revenue from the menu, menu engineering analysis is very important. Please calculate the following menu analysis. (30 marks)

**MENU ENGINEERING WORKSHEET**

Date: 1/1/2018

Restaurant: 2nd Floor Restaurant and Bar

Meal Period: Lunch and Dinner

(A) Menu Item Name	(B) Number Sold (MM)	(C) Menu Mix (%)	(D) Item Food Cost	(E) Item Selling Price	(F) Item CM	(G) Menu Costs	(H) Menu Revenues	(L) Menu CM	(P) CM Category	(R) MM% Category	(S) Menu Item Classification
Scallops	450		3.90	12.50							
King Crab	200		12.50	24.50							
Sole Fish	600		5.50	18.60							
Chicken	550		7.50	19.80							
Tenderloin	320		10.90	28.90							
Lamb Stew	180		8.90	36.20							
Column Total											
Additional Computations:							Average CM (In Numbers)		Average MM %		

**END OF PART A**

**PART B : ESSAY (30 MARKS)**

**INSTRUCTION(S): ONE (1)** Essay question. Answers are to be written in this question paper.

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PappaRich is a localised commercial cafe that with a storied history in re-creating authentic Malaysian cuisine that's borne of age-old traditions and recipes. The PappaRich brand today is synonymous with bringing the Malaysian experience all over the world through the enjoyment of its carefully-crafted food and homely ambience.

As they take another step forward in efforts to share their brand story with the world, they look to creating a consistent and palpable brand identity that Malaysia can be proud of. The PappaRich Brand personality is a reflection of aspiration as a company that prides itself on creating wonderful renditions of authentic Malaysian cuisine.

The best food, it is said, is always made with love. In all our communication, our passion for food must resonate in the most simplistic and accessible manner. Therefore, they promote adopting a colloquial yet witty approach to describing our products, so that they may share their passion with the people around them. The way they speak emphasises their love for cooking, which in turn is the easiest way to speak to someone's heart and stomach; this concept should be woven into the fabric of the PappaRich brand personality.

At the current moment, PappaRich is facing few issues due to the current pandemic situation and there are a few areas they are looking into to overcome the issues. They hired you as their consultant and below are the few matters you will need to resolve.

1. PappaRich believed that they will need suggestions in the menu pricing. As an expert in F&B industry, you are required to list down at the 3 Subjective Menu Pricing, briefly explain each of them and reason why is these menu pricing will be best to be put into practice of PappaRich brand. (10 Marks)
2. The marketing team of PappaRich is planning for new strategy by target segmentation. As the consultant of the company, you are requested to list down the 3 variables of market segmentation, briefly explain each of them and justify why is these market segmentation is those that PappaRich brand should focus. (10 Marks)
3. The management of PappaRich decided to focus in leadership development for this reason of authority and immediate decision making for each outlet. They believed that Greenberg had identified a few leadership program and you are obliged to list down 3 Leadership Development Program from Greenberg (2005) that is most suitable PappaRich to implement. (10 Marks)

**END OF EXAM PAPER**