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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
(ONLINE)  
SEMESTER II  
SESSION 2019/2020**

**COURSE NAME : MENU DESIGN FOR CATERING**  
**COURSE CODE : BBK 27303**  
**PROGRAMME CODE : BBC**  
**EXAMINATION DATE : JULY 2020**  
**DURATION : 3 HOURS**  
**INSTRUCTION : ANSWER ALL QUESTIONS**

**TERBUKA**

**THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES**

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- Q1 (a) Explain on the following terms
- i. Catering
  - ii. Foodservice
  - iii. On-Premise Catering
  - iv. Off- Premis
  - v. Home-based Catering
  - vi. Mobile Catering
  - vii. Airline Catering
  - viii. Industrial Catering
  - ix. Event Catering
  - x. One-Stop Shop Catering
- (20 marks)
- (b) Discuss two (2) importants of nutrition before menu planning.
- (10 marks)
- Q2 (a) Explain five (5) types of menu.
- (10 marks)
- (b) Briefly explain five (5) characteristic of good menu design.
- (10 marks)
- Q3 (a) Discuss the meaning of Alcoholic drinks.
- (5 marks)
- (b) Identify five (5) advantages in using menu design software.
- (5 marks)
- (c) Differentiate between creating menu and presenting menu in order to make sure the effectiveness of communication menu for merchandising.
- (5 marks)
- Q4 (a) List five (5) promoting tools use to promote new menu.
- (5 marks)
- (b) Discuss (2) element of promotion needed in a promoting sale.
- (10 marks)

Q5

Menu	Number of Sold	Food Cost (RM)
Tom Yam Seafood	38	5.00
Kailan Ikan Masin	45	4.50
Udang Goreng Tepung	12	3.00
Kerabu Mangga	27	3.50
Sup ekor	33	6.00
Sayur Chapchai	10	4.00
Roti Bakar	35	3.00
Pisang Sejoli	20	9.00
Tom Yam Seafood	38	5.00

Double "A" Café for the month of March 2020. By using menu engineering method in analyzing performances of the competing menu items, you will gain the insight of each menu item and able to offer suggestions for future menu improvement. In order to achieve that objective, you must:

- a) Prepare and complete menu analysis work sheet (Appendix 1). Please note that food cost percentage for Double "A" Café is 30%. Use the worksheet given in the question paper. From your findings, offer suggestion to improve profits or performances of each of the competing menu item
- i) Star : Sustain the menu
  - ii) Plowhorse : Increase the selling price
  - iii) Puzzle : Increases the promotion
  - iv) Dog : change the menu item

(20 marks)

**-END OF QUESTIONS-**

