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Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION**

**SEMESTER I**

**SESSION 2014/2015**

COURSE : BAKERY PRODUCTS  
TECHNOLOGY

COURSE CODE : BWD 30403

PROGRAMME : 3 BWD

DATE : DECEMBER 2014/JANUARY 2015

DURATION : 3 HOURS

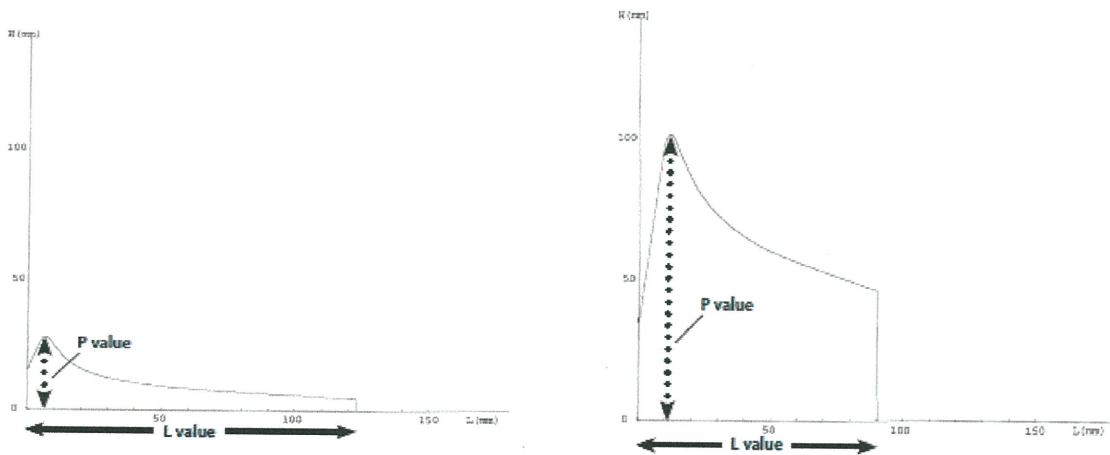
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES

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- Q1**
- (a) Although many differences exist between bakery products, there are **two (2)** important issues of baking technology which are baking ingredients and baking techniques. State the differences between bread and cake in terms of ingredients and techniques. (4 marks)
- (b) Could you make a distinction between compressed yeast and instant dry yeast. Which type of yeast is more perishable, compressed yeast or instant dry yeast? (5 marks)
- (c) Are customers willing to pay more for baked products that featured expensive ingredients and a lot of manual labor? Elaborate your answer. (5 marks)
- (d) Batters and dough are formed when the dry and liquid ingredients are combined to create baked products. Differentiate between batters and dough. (6 marks)
- Q2**
- (a) There are many problems that can go wrong when baking yeast bread. Examine the possible causes of product failure on the given condition of bread (10 marks)
- i. Poor shape
  - ii. Blister on crust
  - iii. Top crust separates from the loaf
  - iv. Large holes in crumb
  - v. Poor flavor
- (b) In general, moulds and bacteria are responsible for the microbial spoilage of bakery foods. What approach would you use to extend the microbiological shelf life? (6 marks)
- (c) Propose **two (2)** packaging techniques for bakery products that can help maintain the shelf stability and product quality (4 marks)

**Q3** The X test provides results that are common specifications used by flour millers and processors to ensure a more consistent process and product. Based on **Figure 1**:



**Figure 1:** Results product testing

(a) Name the instrument X.

(2 marks)

(b) Define the X test result:

- i. P value
- ii. L value
- iii. P/L ratio
- iv. W value

(8 marks)

(c) Summaries of the results of **Figure 1** as shown above.

(6 marks)

(d) Suggest why is it important for a baker to know the protein content of different types of flour?

(4 marks)

**Q4** Based on case study 1;***Case study 1: A neighborhood bakery grows 1,000% with Salesforce***

*What happens when a small, family-owned bake shop with only few branch in US and Europe becomes the subject of a hit reality television show? After “Cake Boss” debuted on TLC (TV Network), orders at Carlo’s Bakery grew more than 1,000%. With help from Salesforce, Carlo’s Bakery moved from paper to the cloud and became a social business. Using Salesforce1 Platform, Carlo’s developed a new order management app—called Cakeforce—that lets employees take new orders on iPads and over the phone and instantly share information with bakers and decorators. Now bakery staff can spend time working with frosting and fondant, not sorting through stacks of paper to check dates or verify flavor requests. Automated approvals for just-in-time orders, collaboration via Salesforce Chatter, and real-time analytics help the business run more smoothly than ever. Chatter is helping disparate teams and partners connect and stay coordinated as they add product lines and open additional locations.*

*It’s not just about sharing data,” says Buddy Valastro, Chief Executive Officer (CEO) Cake Boss. “Chatter also helps us recognize exceptional employees and show their creations to everyone in the company,” continuous Valastro.*

*In addition, consumers can order baked goods, sign up for wedding cake consultations, or inquire about decorating classes on the website—and the information is automatically added to Sales Cloud. The bakery also uses Desk.com to stay on top of customer inquiries and issues, helping to improve the overall customer experience.*

*“We created a customer database in the cloud so we can bring all of our operations together and make better decisions,” says Leo Minervini, Chief Information Officer (CIO) of Carlos Bakery.*

*Unlike most neighborhood bakeries, Carlo’s is actively engaging with customers on social media. Almost 750,000 consumers have liked the bakery’s Facebook page, and an astounding 7 million liked the “Cake Boss” fan page. As the company continues to expand with new locations and mail-order products, listening and advertising on social media will become an even bigger part of the company’s marketing strategy.*

- (a) SWOT analysis is a simple planning tool that distinguishes the strengths and weaknesses with opportunities and threats. Create a SWOT analysis table of Carlo’s Bakery.
- (8 marks)
- (b) What are the marketing tools (products) that Carlo’s Bakery used?
- (6 marks)
- (c) What are your opinions regarding their approaches?
- (6 marks)

- Q5** (a) The efficiency of production depends on how well the various machines, production facilities and employee's amenities are located in plant. How to organize layout of the bakery unit for smooth functioning and success of the organization?

(8 marks)

- (b) A good manufacturing practice (GMP) is a part of quality assurance which ensures that food products are consistently produced. Demonstrate the activity in food handling practices which would help in adhering GMP.

(6 marks)

- (c) The ISO 9000 family of standards is an internationally recognized set of guidelines for quality management systems. How does an ISO 9000 quality system work in the Bakery Industry?

(6 marks)

**-END OF QUESTION-**