



# UTHM

Universiti Tun Hussein Onn Malaysia

## **UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

### **FINAL EXAMINATION SEMESTER I SESSION 2016/2017**

**TERBUKA**

**COURSE NAME : MENU DESIGN FOR CATERING**  
**COURSE CODE : BBK 27303**  
**PROGRAMME CODE : BBC**  
**EXAMINATION DATE : DECEMBER 2016/JANUARY 2017**  
**DURATION : 3 HOURS**  
**INSTRUCTION : ANSWER ALL QUESTIONS**

**THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES**

# CONFIDENTIAL

BBK 27303

- Q1** a. Discuss **FOUR (4)** types of common menu in catering industry. Provide examples of each menu from your own experience of the hospitality industry (either as a customer or as an employee).  
(16 marks)
- b. Explain the rationale of Menu Planning which has a significant impact towards foodservice industry.  
(4 marks)
- Q2** a. Define cost and explain the **FOUR (4)** purposes of controlling cost in catering operation.  
(10 marks)
- b. Explain **FIVE (5)** components of cost control.  
(10 marks)
- Q3** FPTV is receiving visitors from several countries next month for a conference and planned to entertain them with a dinner ceremony. You are required to plan a set menu for 500 pax consists of Appetizer, Main Course, Dessert and Beverages item. Calculate the cost for 1 pax and propose the selling price if the marked up price setting are 30%  
(20 marks)
- Q4** a. Define "Price" and its significant roles in menu planning.  
(2 marks)
- b. What are the terms AP and EP stand for in food cost calculating.  
(3 marks)
- c. List and explain the **FIVE (5)** principles of designing layout in menu card.  
(15 marks)
- Q5** Since pricing strategies are important towards gaining customers, foodservice companies need to understand and adapt to changes in the business environment. Discuss both popularity and profitability factors influence the pricing strategies.  
(20 marks)

**-END OF QUESTIONS-**