UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2018/2019

COURSE NAME	:	CATERING MENU DESIGN
COURSE CODE	:	BBK 27303
PROGRAMME CODE	:	BBC
EXAMINATION DATE	:	DECEMBER 2018 / JANUARY 2019
DURATION	:	3 HOURS
INSTRUCTION	:	ANSWER **ALL** QUESTIONS

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

Q1   a. Ingredients for a portion of Laksa Asam costs RM1.05. The Restaurant has a cost mark-up of 3.6. Calculate the menu price of the laksa.

(5 marks)

      b. Define and give an example of each terminology provided below:
1. Appetizers
2. Main Course
3. Side Dishes
4. *Hors-d'oeuvre*
5. Desserts

(20 marks)

Q2   a. A good restaurant menu design is key to any restaurant's marketing plan. Give five (5) advantages in using menu design software.

(5 marks)

      b. Menu is a list of the dishes that may be ordered (as in a restaurant) or that are to be served (as at a banquet). Discuss five (5) elements to consider before menu is submitted for printing.

(20 marks)

Q3   a. In analysing your sales, you discovered that Nasi Lemak is low in contribution margin, but high in popularity . List five (5) steps to improve the menu.

(5 marks)

      b. Having too many items on a menu can be overwhelming and confusing for your guest. It also makes it more difficult to lay out the general structure and reading flow of the menu. Explain and give another 5 (five) more examples most common menu design mistakes.

(20 marks)

Q4   a. Menu is a comparable list or assortment of offerings. Categorize and discuss with examples the five (5) varieties of menu available in foodservice industry.

(25 marks)

-END OF QUESTIONS-