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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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**COURSE NAME : MENU PLANNING AND DESIGN**  
**COURSE CODE : DHF 1033**  
**EXAMINATION : OCTOBER 2018**  
**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **THREE (3)** parts :
  - PART A (30 Marks)
  - PART B (40 Marks)
  - PART C (30 Marks)
  
2. Answer **ALL** questions.
  
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
  
3. Please check to make sure that this examination pack consist of:
  - i. Question Paper
  - ii. Objective Answer Paper
  - iii. Answering Booklet

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**DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO**

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*This examination paper consists of **11** printed pages including front page*

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**PART A**

This part contains of **THIRTY (30)** questions.

Answer **ALL** questions in Objective Answer Paper.

1. The most important element of foodservice operation is the
  - A menu
  - B location
  - C supplier
  - D customer
  
2. Which of the following is **not** considered as thick soup?
  - A Puree
  - B Bisque
  - C Chowder
  - D Gumbo Creole
  
3. All the following factors should be considered when planning a menu for any non commercial foodservice, **except**
  - A competition
  - B budget restriction
  - C ages of the patrons
  - D government regulation
  
4. Key factor to consider about customer include:
  - i. Education
  - ii. Social habits
  - iii. Market classifications
  - iv. Regulations for operating on a daily basis
  - A i, ii
  - B i, iii
  - C ii, iv
  - D i, ii, iii

5. It refers to the hours at which groups of customers dine out. That statement refer to
- A arrival patterns
  - B food preferences
  - C disposable income
  - D preferred day for dining out
6. Knowing which business days are popular and which are slower helps to establish the need for merchandising and marketing programs. That statement refer to
- A arrival patterns
  - B food preferences
  - C disposable income
  - D preferred day for dining out
7. Which of the following is true about phytochemicals?
- A Phytochemicals increase cholesterol
  - B Phytochemicals rich in red meat and poultry
  - C Phytochemicals are nonnutrients compounds made by plants
  - D Phytochemicals have oxidant properties that increase the risk of cancer
8. "It is the study of how food is used by the body" is best refers to
- A nutrition
  - B food pyramids
  - C phytochemicals
  - D weight management
9. It provides calories, synthesize new body tissue during growth, and replace worn-out cells. That statement refer to the
- A fat
  - B protein
  - C mineral
  - D carbohydrates

- ✓ The French name is degustation.
- ✓ Offer small portions of several dishes as a single meal.
- ✓ May offered to provide a sample of a type of cuisine, or house specialties.

**Figure 1**

10. Which of the following illustrate the Figure 1?

- A Ethnic Menu
- B Dinner Menu
- C Tasting Menu
- D Room Service Menu

11. The lounge menu is available all-day and offers a wide range of dishes including

- i. A selection of tapas
  - ii. An extensive brunch menu
  - iii. A selection of proper-job burgers
  - iv. The restaurant-in-style specials menu
- A i, ii, iii
  - B i, iii, iv
  - C ii, iii, iv
  - D i, ii, iii, iv

<b>APPETIZER</b>		<b>SOUPS</b>	
Nyonya Pai Tee	RM 9.99	Chicken	RM 8.00
Crispy Wonton	RM 9.99	Wonton	RM 9.00
Kerabu Mango	RM 8.99	Vegetable	RM 5.00
Gado- Gado	RM 8.99	Fish Ball	RM 7.00
Penang Rojak	RM 9.99	Prawn Wonton	RM 9.99
Chicken Fritters	RM 9.99	Beef Wonton	RM 9.99

**Figure 2**

12. Which of the following illustrate the Figure 2?

- A Cycle menu
- B Prix- five menu
- C A la Carte menu
- D Semi a la Carte menu



13. Generally brunch menu served in hotel and high-end restaurants from
- A 10.00 A.M. until 3.00 P.M.
  - B 8.00 A.M. until 10.00 P.M.
  - C 3.00 P.M. until 10.00 P.M.
  - D 8.00 P.M. until 10.00 P.M.
14. Which of the following is the best example of price is just below a zero?
- A RM 9.00
  - B RM 9.10
  - C RM 9.70
  - D RM 9.99
15. Foodservice operators consider pricing psychology in determining what and how to charge. The schemes use by foodservice operators on pricing psychology are
- i. Odd-cents pricing
  - ii. Cost by the ounce
  - iii. Two- tier foodservice
  - iv. Actual cost pricing
- A i, ii, iii
  - B i, iii, iv
  - C ii, iii, iv
  - D i, ii, iii, iv
16. All of the following are methods used to price menu, **except**
- A Pricing psychology
  - B Factor pricing
  - C Prime cost
  - D Actual cost
17. When choosing paper, the planner must look out the four factors:
- A Color, size, texture and opacity
  - B Color, size, texture and strength
  - C Color, opacity, strength and variety
  - D Color, opacity, strength and texture

18. "The property of paper that minimizes the 'show through' of printing to the back side of a sheet. The statement refer to
- A opacity.
  - B composition.
  - C menu labeling.
  - D descriptive copy.
19. "There is a relationship between a food item or meal and disease prevention, for example, fruits and vegetables in relation to cancer prevention" is refer to
- A health claim
  - B nutrient claim
  - C allergens claim
  - D nutritional claim
20. Item with the high popularity and low- contribution margin is best refer to
- A dogs
  - B stars
  - C puzzles
  - D plowhorses
21. Which of the following are true about menu engineering?
- A Menu engineering's as three classifications
  - B The method of analyzing the popularity and contribution margin
  - C Its determines how much cost each items in contributing margin items
  - D The menu items are placed in one of three performance classifications
22. The numerous uses of the sales history **except**
- A to forecast
  - B to predict sales volume
  - C to project annual budget
  - D to keep management loss

23. Merchandising the menu of steaks are include

- i. Provide portion
- ii. The cut thickness
- iii. The manner it is prepared .
- iv. It is should'not have adequate descriptive copy

- A i, ii, iii  
B i, iii, iv  
C ii, iii, iv  
D i, ii, iii, iv

24. Additional information on a menu is practical that is provided to serve and accommodate customers better. Additional information might include

- i. The address
- ii. Phone number
- iii. Take-out service
- iv. The hour's operation

- A i, ii, iii  
B i, iii, iv  
C ii, iii, iv  
D i, ii, iii, iv

25. Which of the following are right listed in the proper serving sequence?

- A Appetizer, soups, desserts, entrees, beverages  
B Appetizer, soups, entrees, beverages, desserts  
C Appetizer, soups, entrees, desserts, beverages  
D Appetizer, entrees, soups, desserts, beverages

26. When merchandising a menu it is important to list additional information, such as desserts. Which that statement is **true** about merchandising dessert?

- A Dessert can be listed in five ways.  
B The first method is list desserts after appetizer on the menu.  
C The second method is separate desserts menu.  
D The third method is providing desserts menu with tea menus.



27. Selecting equipment allows the chef to save money on energy, to cook food faster, and to hold food longer. Which the best term to related with the statement?
- A Design equipment
  - B Automated equipment
  - C Self-cleaning equipment
  - D Advanced technology equipment
28. "The equipment is designed to do a particular task in a food service operation", is best refers to
- A design equipment
  - B standard equipment
  - C automated equipment
  - D specialized equipment
29. It is issued by the manufacturer and typically protects the major 'heart' component of the equipment for up to five years referred to
- A leasing
  - B renting
  - C gurantee
  - D warranty
30. Which that statement discuss about peak period on selecting equipment with advanced technology:
- i. The busy hours for dinner are from 6.00 P.M to 9 P.M
  - ii. An amout of time during foodservice operation is very busy.
  - iii. Protect an investment of equipment for certain period of time.
  - iv. The dealer covers a guarantee for 30 days to two years for selected equipment.
- A i, ii
  - B i, iii
  - C ii, iv
  - D i, ii, iii

[30 MARKS]

**PART B**

This part contains of **SIX (6)** questions.

Answer **ALL** questions in Answering Booklet.

**QUESTION 1**

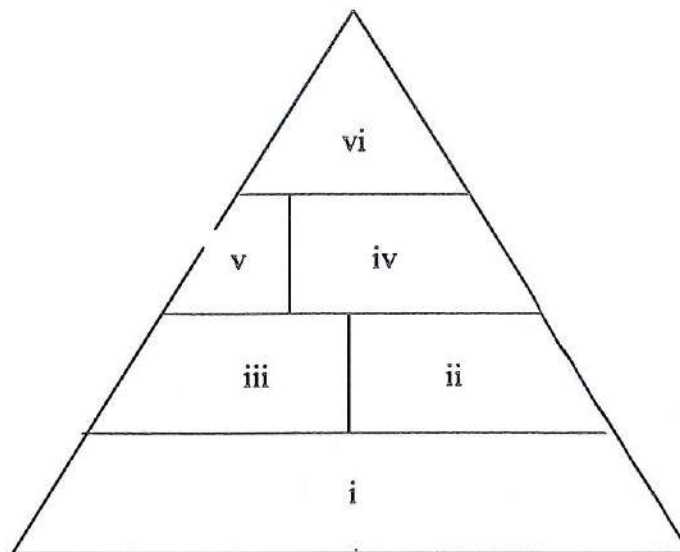
Soups are generally presented after the appetizers on a menu. They are offered hot or cold. Explain **three (3)** classifications of soups and give two examples for each item.

(6 marks)

**QUESTION 2**

Food Pyramid is a visual tool that is used as a guide in designing a healthy diet. It is developed as a guide to provide a framework for the types and amounts of food that can be eaten in combination to provide a healthy diet.

- a) Label the food pyramid include suggestion of serving for each items.



(6 marks)

- b) List only **two (2)** Malaysian Dietary Guideline suggested by Ministry of Health Malaysia.

(2 marks)

**QUESTION 3**

Foodservice operators consider pricing psychology in determining what and how to charge. Psychological aspects of pricing affect customer perception, which then influence the purchase decision (Pavesic, 1988).

- a) List **five (5)** of pricing psychology use by foodservice operators.

(5 marks)

- b) The so-called magic numbers supposedly stimulate the consumer to buy.

Identify **three (3)** methods practiced in odd- cents pricing and example for each methods.

(3 marks)

**QUESTION 4**

The front and back covers offer tremendous opportunities. Surprisingly, only 50 percent of restaurant use the back covers of their menus for merchandising purposes. Identify **eight (8)** items might be listed on the back of a menu card.

(8 marks)

**QUESTION 5**

A menu can be successful only if it accurately costed and properly presented. A well-merchandised menu is successful menu. Recognize **five (5)** words that could be used to describe seafood items.

(5 marks)

**QUESTION 6**

Every foodservice operator needs the proper equipment to produce the food items listed on the menu. Identify **five (5)** factors that can influence the forecasted number for a foodservice operation when completing the foodservice equipment analysis.

(5 marks)

**LONG ESSAY**

This part contains of **THREE (3)** questions.

Answer **ALL** questions in Answering Booklet.

**QUESTION 1**

A market survey provides a detailed analysis of the customer, the community, and the physical location of the foodservice operation. The customer is one of the most important elements of the operation's success or failure. The customer is also known as market. Explain only five (5) key factors to consider about customers.

(10 marks)

**QUESTION 2**

The special-occasion menu is prix fixe in style and includes a choice of appetizer, soup, salad, and entree, and may also offer a choice of drinks. For the most part, the special- occasion menu should display a theme on the cover of the menu. As a manager of a catering business, you are responsible to provide a set of menu starting from the appetizer to beverage serve for Johor Corporation. Develop a full set of menu for corporate dinner event. The customer request American-style service for their special occasion.

(10 marks)

**QUESTION 3**

Menu engineering determines how much profit each item is contributing by determining each menu item's contribution margin dan popularity. Explain classification of menu engineering.

(10 marks)

**[30 MARKS]**

**[TOTAL MARKS: 100 MARKS]**

**END OF QUESTIONS PAPER**