



**KOLEJ YAYASAN PELAJARAN JOHOR
ONLINE FINAL EXAMINATION**

COURSE NAME : MENU PLANNING AND DESIGN
COURSE CODE : DFM2023
EXAMINATION : DECEMBER 2021
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **THREE (3)** parts :
PART A (30 Marks)
PART B (40 Marks)
PART C (30 Marks)
2. Please refer to the detailed instructions in this question paper.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
4. Write your details as follows in the upper left corner for each answer sheet:
 - i. Student Full Name
 - ii. Identification Card (I/C) No.
 - iii. Class Section
 - iv. Course Code
 - v. Course Name
 - vi. Lecturer Name
5. Each answer sheet must have a page number written at the bottom right corner.
6. Answers should be **neat and clear in handwritten form**.

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

*This examination paper consists of **13** printed pages including front page*

PART A

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

Answer ALL questions in the Answer Sheet.

1. The most important element of foodservice operation is the _____.
 - A menu
 - B location
 - C supplier
 - D customer

2. Which of the following is considered as specialty soup?
 - A *Purée*.
 - B *Bisque*.
 - C *Consommé*.
 - D French onion.

Civic centers, theaters, and shopping malls can generate sales

Figure 1

3. Which is the best word to show the statement in **Figure 1**?
 - A location
 - B customer
 - C community
 - D Sales Generator

4. "The amount of income that remains after taxes and personal bills have been paid", it refers to _____.
 - A age
 - B gender
 - C disposable income
 - D market classification

5. The foodservice planner needs to address many issues in preliminary step such as:
- i. Style menu
 - ii. Type of cuisine
 - iii. Type of clientele
 - iv. Style of atmosphere
- A i, ii
B i, iii
C ii, iv
D i, ii, iii, iv

- The foodservice operation can reduce the cost of advertising when they are located at the strategic area.
- A property that has high accessibility saves on advertising cost, while one located in a city and hidden by a building requires more advertising to let people know where it is located.

Figure 2

6. Refer to **Figure 2**, which is the best word can describe that statement?
- A Visibility
B Location
C Area characteristics
D Physical characteristics
7. "It is the study of how food is used by the body" it refers to _____.
- A nutrition
B food pyramids
C phytochemicals
D weight management

8. Based to **Picture 1**, which nutrients shows the sources of food?



Picture 1

- A fat
 - B protein
 - C mineral
 - D carbohydrates
9. "It is the guide of healthy diet and daily food and beverage recommendations", it refers to _____.
- A nutrient
 - B nutrition
 - C food pyramids
 - D phytochemicals
10. Generally brunch menu served in hotels 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.
11. Guest phone in orders that are prepared, placed on a service tray or table, and then delivered to the guests' rooms. The statement refers to _____.
- A ethnic menu
 - B dinner menu
 - C tasting menu
 - D room service menu



Picture 2

12. Which of the following illustrates **Picture 2**?

- A Du jour Menu.
- B *Prix- five* Menu.
- C *A la Carte* Menu.
- D *Semi a la Carte* Menu.

- ✓ 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 3

13. Which of the following illustrates **Figure 3**?

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

14. Which of the following is the best example of pricing psychology?

- A RM 6.00.
- B RM 6.20.
- C RM 6.50.
- D RM 6.99.

15. All of the following are methods used to price menus, **except** _____.

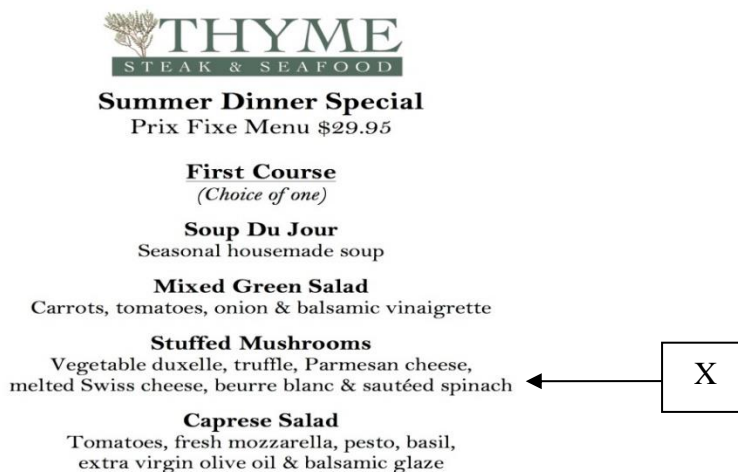
- A actual cost
- B prime cost
- C factor pricing
- D pricing psychology

16. Menu Pricing should covers:

- i. The cost of food
 - ii. The cost of labour
 - iii. Operating costs
 - iv. Promotional advertising
- A i, ii
 - B i, iii
 - C ii, iv
 - D i, ii, iii, iv

17. The four factors that the planner needs to consider when choosing paper for a menu card are _____.

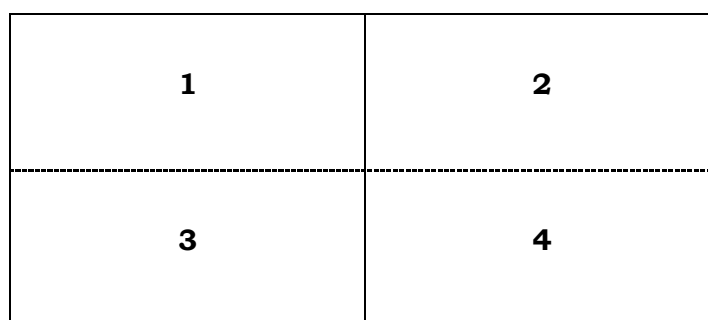
- A shape, texture, colour and size
- B strength, texture, colour and size
- C shape, texture, colour and opacity
- D strength, texture, colour and opacity



Picture 3

18. Based to **Picture 3**, what is X?

- A Menu labeling.
- B Listings of items.
- C Descriptive copy.
- D Composition of menu.



Picture 4

19. Which of the following illustrates **Picture 4**?

- A Print.
- B Menu labeling.
- C Listings of items.
- D Composition of menu.

20. The high popularity and high- contribution margin items refer to_____.

- A dogs
- B stars
- C puzzles
- D plowhorses

21. The method for analyzing the popularity and contribution margin of each menu item refers to _____.
- A scatter sheet
 - B sales history
 - C production sheet
 - D menu engineering
22. These are 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. The main reason for displaying additional information on the menu is for _____.
- A generate sales
 - B present the menu
 - C inform special items
 - D knowledge the customer
24. Which of the following is **not** merchandising the menu of seafood?
- A The cut thickness.
 - B It is an easy-to-read type.
 - C The menu must be listed in large.
 - D It should have adequate descriptive copy.
25. Which of the following are 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 appetizers. Which statements discuss merchandising appetizers?
- Variety is also important.
 - Appetizers should be listed before soups on the menu.
 - Good copy that is easy to read aids in selling appetizers.
 - One to three appetizers on an average size a la carte menu provide a good balance.
- A i, ii
B i, iii
C ii, iv
D i, ii, iii
27. Selecting equipment allows the chef to save money on energy, to cook food faster, and to hold food longer. Which is the best term to relate 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", it 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. It refers to _____.
- A leasing
B renting
C guarantee
D warranty

30. Which are the statements discussing the 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. The amount of time during food service operation is very busy.
- iii. Protect an investment of equipment for a 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 consist of **SIX (6)** questions.

Answer ALL questions in the Answer Sheet.

QUESTION 1

Desserts are extremely versatile and inexpensive to prepare. It is usually sent as the last course of a meal.



Picture 5

- a) Define the dessert as shown at the **Picture 5**.

(1 mark)

- b) Discover **5 (five)** examples of dessert.

(5 marks)

QUESTION 2

Malaysian Food Pyramid is a simple guide for individuals to vary their food intake according to the total daily food serving recommended. A balanced diet contains the combination of foods that will provide all the nutrients needed by our body.

- a) Give **two (2)** Malaysian Dietary Guidelines suggested by the Ministry of Health Malaysia.

(2 marks)

- b) Draw and label Malaysian Food Pyramid.

(6 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) Give **two (2)** examples of pricing psychology used by foodservice operators.
(2 marks)
- b) The so-called magic numbers supposedly stimulate the consumer to buy. Describe **three (3)** methods practiced in odd- cents pricing and examples for each method.
(6 marks)

QUESTION 4

The food allergens need to show at menu labeling. Once a restaurant makes a nutrient or health claim regarding a menu item, it must substantiate that claim.

- a) State **eight (8)** food allergens that need to written at menu labelling.
(4 marks)
- b) Differentiate in detail the nutrient claim and health claim.
(4 marks)

QUESTION 5

A menu can be successful only if it is accurately cost and properly presented. The placement of information will generate sales. Explain **five (5)** items of information that might be listed on the back cover of a menu.

(5 marks)

QUESTION 6

Illustrate **five (5)** factors that can influence the forecasted number for a foodservice operation when completing the foodservice equipment analysis.

(5 marks)

[40 MARKS]

PART C**LONG ESSAY**

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

Answer ALL questions in the Answer Sheet.

QUESTION 1

The geographic region, district, city, or town from which the majority of the foodservice operation's customers come is known as the community. Discover **five (5)** elements about community that should be evaluated prior to building a foodservice operation.

(10 MARKS)

QUESTION 2

The special-occasion menu is *prix fixe* in style and includes an appetizer to beverage. For the most part, the special- occasion menu should display a theme on the cover of the menu.

As a manager of a *Silver Spoon Restaurant*, you are responsible to develop a set of menu serves for Annual Dinner for Petronas Company. Develop a full set of menu including appetizer, soup, salad, main course, and drinks. The menu need to include the descriptive copy, menu price and listing of menu with menu writing manner.

(10 MARKS)

QUESTION 3

The importances of menu engineering is to increase the profitability, boost the sales and delight the customers by delivering a wholesome experience and the feeling of receiving good value for money.

- i. Define the menu engineering.

(2 marks)

- ii. Describe classification of menu engineering.

(8 marks)

(10 MARKS)

[30 MARKS]

[TOTAL MARKS: 100 MARKS]

END OF QUESTION PAPER