



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

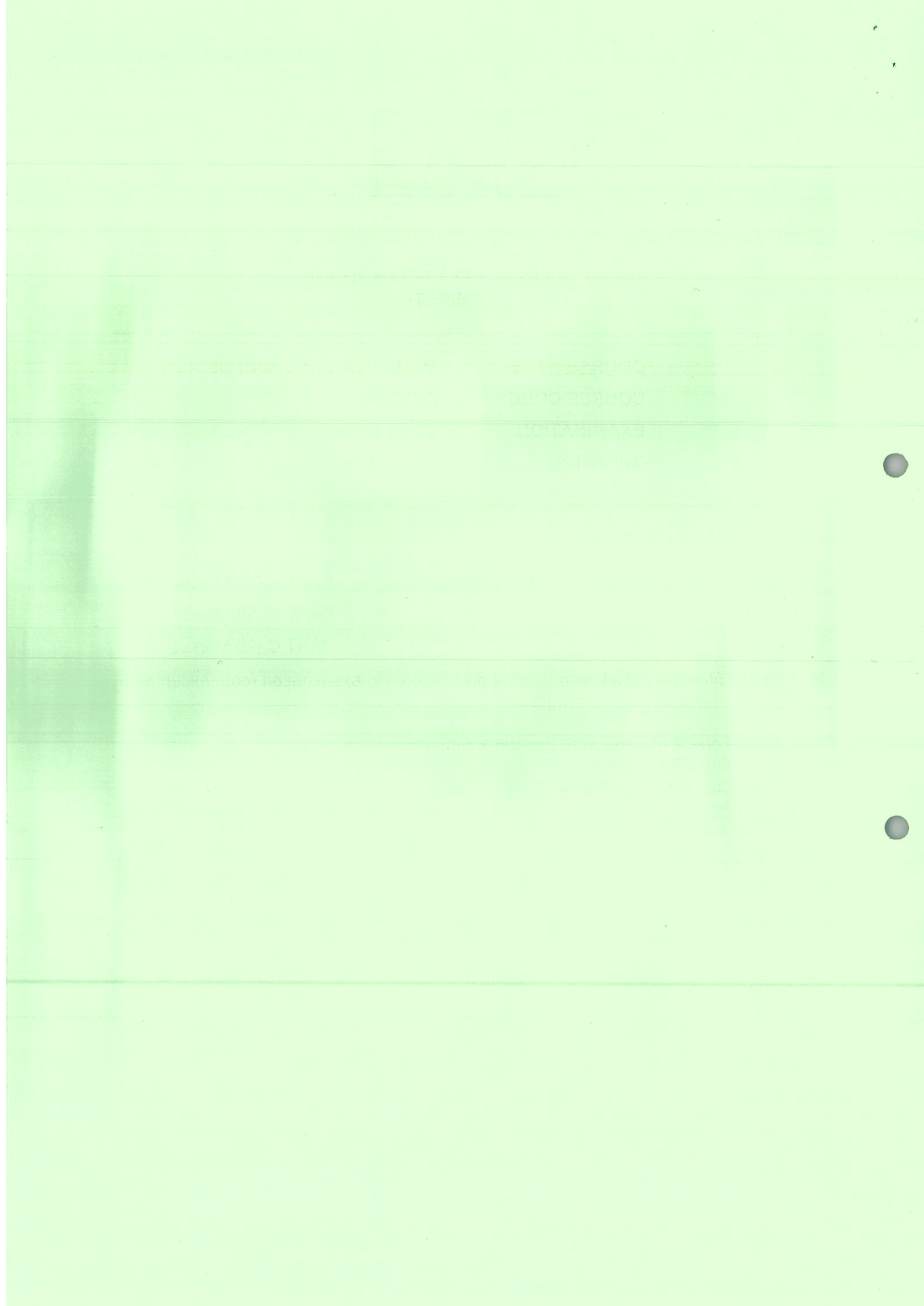
COURSE NAME : MENU PLANNING AND DESIGN
COURSE CODE : DFM2023
EXAMINATION : JUNE 2023
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **THREE (3)** parts :
PART A (30 Marks)
PART B (50 Marks)
PART C (20 Marks)
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. The Question Paper
 - ii. An Objective Answer Paper
 - iii. An Answering Booklet

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 consists of **THIRTY (30)** questions.

Answer ALL questions in the Answer Sheet.



Picture 1

1. Which of the following is considered as thickened soup as **Picture 1**?
 - A Puree
 - B Bisque
 - C Chowder
 - D Cream Soup

2. The salad is served with the main course and provide a relish to the main course food. Some example includes, coleslaw, potato salad, mixed green salad. That statements refer to
 - A Desserts Salad
 - B Main Course Salad
 - C Accompaniment Salad
 - D Separate Course Salad

3. The commercial segment includes a broad range of restaurant (from limited-service to fine-dining), lodging, food and beverage, recreation and sports, and convenience stores. Which of the following is considered as Commercial Foodservice?
 - A Sultan Ismail Hospital
 - B Kluang Prison Complex
 - C Carl's Jr. @ Mid Valley Southkey
 - D Welfare Organization of Muslim Orphan

4. Civic centers, theaters, and shopping malls can increase sales. That statement refers to
- A Visibility
 - B Location
 - C Sales generators
 - D Physical characteristic

- It refers to the hours at which groups of customers dine out.
- Knowing the habit allows for appropriate and adequate dining room setup and timely turnover time that allows for increased covers and greater sales.

Figure 1

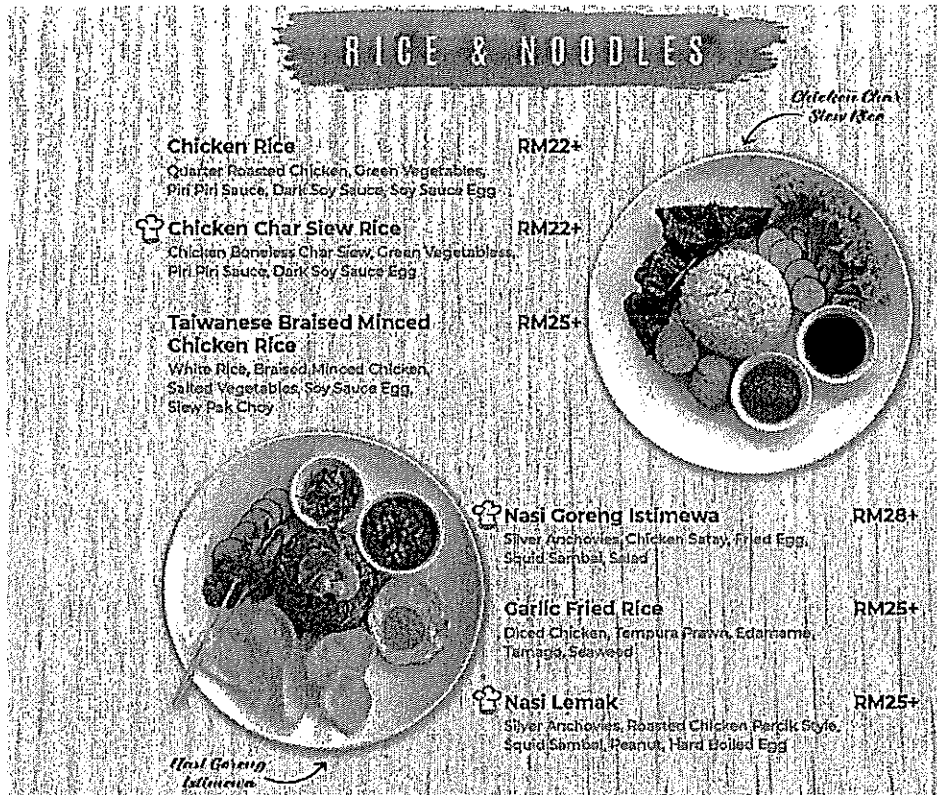
5. Which is the best word referring to the statement in **Figure 1**?
- A Arrival patterns
 - B Food preferences
 - C Disposable income
 - D Preferred day for dining out
6. Knowing which business days are popular and which are slower helps to establish the need for merchandising and marketing programs. That statement refers to
- A Arrival patterns
 - B Food preferences
 - C Disposable income
 - D Preferred day for dining out
7. It is the more dangerous type and occurs when the body is not able to make insulin. That statements refer to
- A Type 1 diabetes
 - B Type 2 diabetes
 - C Type 3 diabetes
 - D Type 4 diabetes

8. What is the deficiency symptom to the body if there is a lack of Iron?
- A *Goiter*
 - B *Anemia*
 - C *Beri- beri*
 - D Osteoporosis
9. This nutrient is important as energy sources for the body, particularly the nervous system and helps to regulate the movement of food through the digestive tract. That statement refers to the
- A fat
 - B protein
 - C mineral
 - D carbohydrates

- ✓ The menu is usually found in hotels, inns, and spas where patrons can select food items that are easily prepared and less expensive than in the dining room.
- ✓ The menu is available all-day and offers a wide range of dishes including an extensive brunch menu, a selection of proper-job burgers, a great selection of tapas & more restaurant-in-style specials.

Figure 2

10. Which of the following illustrate **Figure 2**?
- A Ethnic Menu
 - B Dinner Menu
 - C Lounge Menu
 - D Room Service Menu
11. 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.



Picture 2

12. Which of the following illustrate Picture 2?

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

13. Which of the following is beverage of non-alcohol drink?

- A Wine
- B Brandy
- C Cocktail
- D Mocktail

14. Which of the following is not one of steps in processing green tea leaves?

- A Harvest
- B Shaping
- C Oxidizing
- D Steaming

15. "The amount of edible product and the amount of waste product of a particular food item." Which of the following describes that statement?
- A Picture
 - B Portion
 - C Yield Test
 - D Standard recipes
16. Specifications determine a standard of quality in a food product. Examples of such factor include:
- i. Size
 - ii. Odor
 - iii. Packaging
 - iv. Product temperature
- A i, ii, iii
 - B i, iii, iv
 - C ii, iii, iv
 - D i, ii, iii, iv
17. Which of the following is the best example of price being just below a zero?
- A RM 9.00
 - B RM 9.10
 - C RM 9.70
 - D RM 9.99
18. 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. Actual cost pricing
 - iv. Two- tier foodservice
- A i, ii, iii
 - B i, ii, iv
 - C ii, iii, iv
 - D i, ii, iii, iv

19. "An explanation of how an item is prepared and served". Which of the following describes that statement?
- A Variety
 - B Compostion
 - C Truth-in-menu
 - D Descriptive copy
20. Words such as vibrant, leafy, encrusted, buttered, etc., lend a luxurious appearance to the dish. Rich, creamy, delicious, tender, sweet, and more give an excellent feel to the dish by mere words. Which of the following best describes that statement?
- A Menu card
 - B Menu copy
 - C Menu wording
 - D Menu description
21. The statement, "There is a relationship between a food item or meal and disease prevention, for example, fruits and vegetables in relation to cancer prevention" refers to
- A health claims
 - B nutrient claim
 - C allergens claim
 - D nutritional claim



Picture 3

22. The print on a menu should be sufficiently large and easy to read. By referring to **Picture 3**, which one is the best used as heading in menu card?
- A Roman
 - B Modern
 - C Commercial script
 - D Modern and roman

23. Which of the following is **true** about menu engineering?
- A Menu engineering's as three classifications
 - B The method of analyzing the popularity and contribution margin
 - C It determines how much cost each item in contributing margin items
 - D The menu items are placed in one of three performance classifications
24. "In improving the menu, marketing is the key to analyze why customers are not purchasing this product". Which of the following describes that statement?
- A Dog
 - B Star
 - C Puzzle
 - D Plowhorse
25. Which of the following are **true** about selecting paper?
- A Visibility is also an important consideration when selecting the paper for a cover.
 - B The menu planner must keep in mind how frequently the menu will be used.
 - C If the menu is going to be changed daily, then a paper would require a durable, coated, heavy stock, water-resistant, and stain-resistant paper.
 - D A menu that does not change often, however, would require a less durable, uncoated, and lightweight paper can be chosen.
26. When merchandising a menu, it is important to list additional information, such as desserts. Which statement is **true** about merchandising dessert?
- A Dessert can be listed in five ways.
 - B The first method is to list desserts after appetizers on the menu.
 - C The second method is a separate dessert menu.
 - D The third method is providing dessert menu with tea menus.
27. The menu should be large enough to merchandise the food items without appearing crowded on the page. The most popular menu size is
- A 8 ½ inches by 11 inches
 - B 9 ½ inches by 12 inches
 - C 10 ½ inches by 13 inches
 - D 11 ½ inches by 14 inches

28. Aleesya is foodservice consultant to Pizza Sunshine. Help Aleesya for selecting equipment at new restaurant. She needs to purchase equipment when:

- i. Required by laws and building codes
- ii. If customers will be viewing the equipment
- iii. The equipment not used by the restaurant
- iv. Purchasing equipment that has been liquidated

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

29. The statement, "It is issued by the manufacturer and typically protects the major 'heart' component of the equipment for up to five years," refer to

- A leasing
- B renting
- C warranty
- D guarantee

30. Which of the statements are 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 consists of **TEN (10)** questions.

Answer ALL questions in the Answer Sheet.

QUESTION 1

Generally, first course salads include poultry, fish and seafood, specialty meats, and fruits or vegetables. Determine **5 (five)** types of salad with example.

(5 marks)

QUESTION 2

Vitamins are chemical compound that are involved in various metabolic reactions in the body. Fill in the **Table 1** for vitamin, function and deficiency symptoms.

Vitamin	Functions	Deficiency symptoms
Vitamin A	Enables eyes to adjust in light. Maintains cells of skin, eyes. Intestines, and lungs.	a) _____
b) _____	Enhances calcium and phosphorus absorption.	Rickets in children: osteomalacia in adults
Vitamin K	c) _____	Rare, causes hemorrhaging
d) _____	Needed for formation of collagen, which binds cells together and maintains elasticity and strength of blood vessels.	Scurvy, with symptoms of bleeding and swollen gums, poor wound healing.
Vitamin B1	Part of coenzyme thiamin pyrophosphate, which is needed for metabolism of carbohydrates and fat.	e) _____

Table 1

(5 marks)

QUESTION 3

Beverages is by far the most profitable items on any menu. List **five (5)** types of non-alcoholic drinks as you know.

(5 marks)

QUESTION 4

Write **five (5)** information's should have at recipe card.

(5 marks)

QUESTION 5

Various methods are used to price menus; the one most often used is based on establishing a percentage of the selling prices for food and labor.

a) Find **three (3)** pricing methods used in foodservice operation.

(3 marks)

b) Differentiate the pricing psychology in *a la carte* and *table d'hôte*.

(2 marks)

QUESTION 6

Buffets come in a variety of shapes and flavors. Breakfast buffet, ramadan buffet and other special occasion dinner buffet are a part of buffet types.

a) Define buffet as professional food planner.

(2 marks)

b) Classify **three (3)** types of buffet.

(3 marks)

QUESTION 7

The Food Allergen Labeling and Consumer Protection Act is a law enacted to require food manufacturer to identify the nine major food allergens specified by the FDA. List only **five (5)** allergens food specific by the FDA.

(5 marks)

QUESTION 8

A menu can be successful only if it accurately cost and properly presented. A well-merchandised menu is a successful menu. Illustrate **five (5)** words that could be used to describe seafoods.

(5 marks)

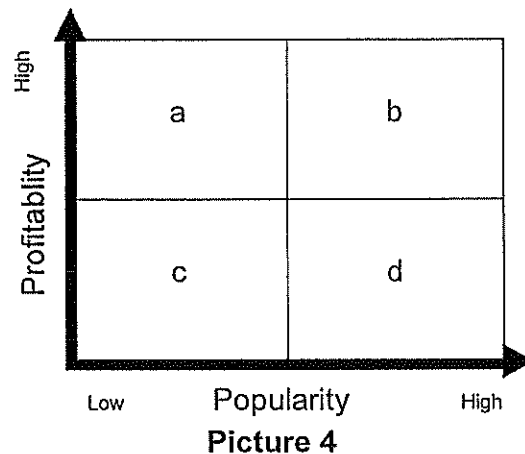
QUESTION 9

It is essential that foodservice operators are knowledgeable about the types and the volume of equipment that should be purchased. Discover **five (5)** advantages of purchasing standard equipment.

(5 marks)

QUESTION 10

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.



- a) Define the menu engineering.

(1 mark)

- b) Explain **four (4)** classifications of menu engineering at **Picture 4**.

(4 marks)

[50 MARKS]

PART C

This part consists of **TWO (2)** questions.

Answer ALL questions in the Answer Sheet.

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 the market. As a foodservice planner, discover 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 to beverage. For the most part, the special-occasion menu should display a theme on the cover of the menu.

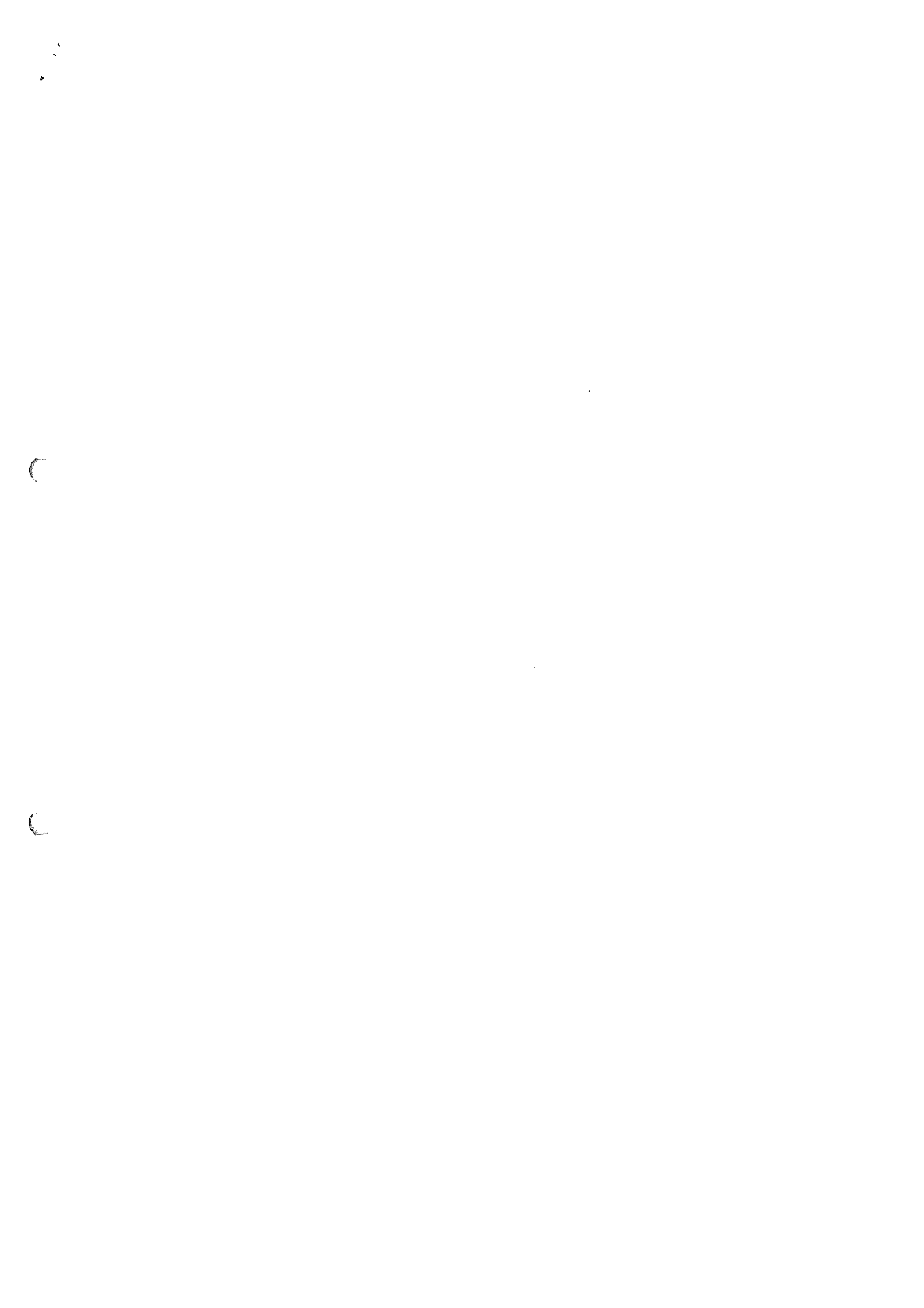
As a manager of a catering business, you are responsible to provide a set of menus starting from the appetizer to beverage served for wedding. Develop a full set of menus for a wedding reception including descriptive copy. The customer requests American-style service for their special occasion.

(10 MARKS)

[20 MARKS]

[TOTAL MARKS: 100 MARKS]

END OF QUESTIONS PAPER



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