



---

**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

---

**COURSE NAME : MENU PLANNING AND DESIGN**  
**COURSE CODE : DFM2023**  
**EXAMINATION : JUNE 2024**  
**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. 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 **12** printed pages including front page*

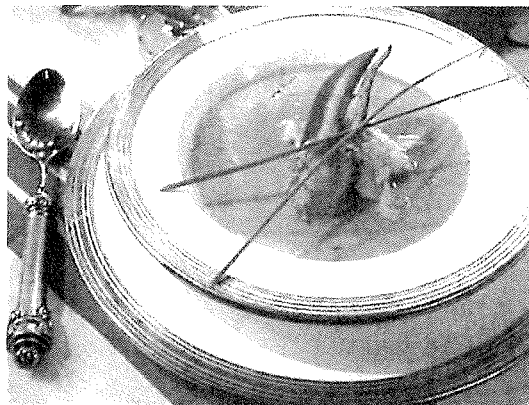


**PART A**

This part consists of **thirty (30)** questions.

Answer ALL questions in the Objective Answer Paper.

1. The commercial segment includes a broad range of restaurants (from limited-service to fine-dining), lodging, food and beverage, recreation and sports, and convenience stores. What among these 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



**Picture 1**

2. Which of the following is considered a thickened soup like **Picture 1**?
  - A Puree
  - B Bisque
  - C Chowder
  - D Consomme
3. What is the primary function of an appetizer?
  - A To cleanse the palate after the meal
  - B To provide the main course of the meal
  - C To satisfy hunger before the main course arrives
  - D To stimulate the appetite and prolong the dining experience



4. Which category of items is described as the most profitable on any menu?
- A Soups
  - B Appetizers
  - C Beverages
  - D Main courses

- 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. How does knowledge of the target market's type of employment assist in menu planning?
- A It influences the pricing strategy.
  - B It guides the selection of interior decor.
  - C It helps determine the restaurant's location.
  - D It aids in planning dishes on the menu and their portion size.
7. A property that has high \_\_\_\_\_ save 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.
- A visibility
  - B location
  - C sales generators
  - D physical characteristic



8. It is the more dangerous type and occurs when the body is not able to make insulin.

That statement refers to \_\_\_\_\_.

- A type 1 diabetes
- B type 2 diabetes
- C type 3 diabetes
- D type 4 diabetes

9. What is the deficiency symptom to the body if there is a lack of calcium?

- A *Goiter*
- B *Anemia*
- C *Beri- beri*
- D Osteoporosis

10. Which of the following foods is typically high in saturated fat?

- A Butter
- B Olive oil
- C Canola oil
- D Sunflower oil



**Picture 2**

11. Referring to the **Picture 2**, which type of nutrition are categorized?

- A Fat
- B Protein
- C Mineral
- D Carbohydrates





- ✓ Guest phone-in orders are prepared placed on a service tray or table and delivered to the guest's rooms.
- ✓ Menu items on the room service menu may be more expensive than the same items on the actual dining room menu.

Figure 2

12. Which of the following illustrates Figure 2?

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



Picture 3

13. Which of the following illustrates Picture 3?

- A Cycle Menu
- B *Du jour* Menu
- C *A la Carte* Menu
- D *Table d'hote* Menu

14. Generally, brunch menus 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



15. Which of the following beverages is a non-alcoholic drink?
- A Wine
  - B Brandy
  - C Cocktail
  - D Mocktail
16. Which of the following is not one of the steps in processing green tea leaves?
- A Harvest
  - B Shaping
  - C Oxidizing
  - D Steaming
17. What is the main ingredient that distinguishes a Mocha from other coffee drinks?
- A Vanilla syrup
  - B Caramel syrup
  - C Hazelnut syrup
  - D Chocolate syrup
18. Which of the following statements best describes the term "distillation" in the context of spirit drinks?
- A The process of diluting a spirit with water to reduce its alcohol content
  - B The process of aging a spirit in wooden barrels to enhance its flavor profile
  - C The process of extracting flavors and aromas from botanicals during spirit production
  - D The process of heating a fermented liquid to separate alcohol from water and other components
19. Which of the following characterizes the statement: 'The quantity of edible product and the quantity of waste product of a specific food item?'
- A Picture
  - B Portion
  - C Yield Test
  - D Standard recipes



20. Specifications determine the standard quality of a food product. Examples of such factors 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
21. Which factor is least likely to influence the decision of smaller foodservice operations regarding standardized recipe cards?
- A Staff preferences
  - B Financial resources
  - C Regulatory requirements
  - D Technological infrastructure
22. Which of the following is an example of convenience food?
- A Homemade soup from scratch
  - B Frozen pizza from the grocery store
  - C Fresh vegetables from a farmer's market
  - D Gourmet dishes from a fine dining restaurant
23. Which of the following is the best example of the price being just below a zero?
- A RM 9.00
  - B RM 9.10
  - C RM 9.70
  - D RM 9.99



**CRUNCH!**  
Love at the first bite!  
One for me, one for you!  
Stay in the touch with your loved ones!

BUY YOUR COOKIES	BUY 2nd 100g COOKIES
400g cookies	RM 1.90
300g cookies	RM 2.90
200g cookies	RM 5.90
100g cookies	RM 7.90

Standard Flavours: Choc Chip No Nut, Choc Chip Pecan, Butter Scotch Chip Pecan, Oatmeal Raisin Cinnamon  
Premium Flavours: Choc Chip Macadamia, Double Choc Chip Pecan

Picture 4

24. Which of the following represents Picture 4?

- A Bundle pricing
- B Dynamic pricing
- C Odd-cents Pricing
- D Pricing by the ounce/ gram

25. Foodservice operators consider pricing psychology in determining what and how to charge. The schemes used by foodservice operators on pricing psychology are

- i. Two-tier
- ii. Odd-cents pricing
- iii. Cost by the ounce
- iv. Actual cost pricing

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

26. What is meant by the term "perception of value" in the context of customer behavior?

- A The actual cost of items on the menu
- B The pricing strategy employed by competitors
- C The advertising strategy used by the restaurant
- D The customer's belief about the worth or quality of items on the menu





27. What is meant by "verbal special" in the context of restaurant service?
- A The servers' oral descriptions to explain menu items
  - B A special discount offered to customers who order verbally
  - C A limited-time offer available only through verbal communication
  - D A special dish prepared by the chef and announced verbally to customers
28. "An explanation of how an item is prepared and served". Which of the following describes that statement?
- A Variety
  - B Composition
  - C Truth-in-menu
  - D Descriptive copy
29. 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



Picture 5

30. Referring to Picture 5, what is the name of the buffet layout?
- A Actions Stations
  - B Traditional buffet
  - C Long table buffet
  - D Double line buffet

[30 MARKS]



**PART B**

This part consists of **eight (8)** questions.

Answer ALL questions in the Answering Booklet.

**QUESTION 1**

Menu Planning are process of creating a menu that achieves all of the aforementioned goals and more.

a) Define menu.

(1 mark)

b) List **four (4)** functions of the menu.

(4 marks)

**QUESTION 2**

As people age, their desires, dietary habits, and emotional needs change. Each age group—baby boomers, Generation X, and Generation Y—has different dining preferences. Identify **five (5)** elements that differentiate each age group in developing menus.

(5 marks)

**QUESTION 3**

Nutrition is the study of how food is used by the body. Food is composed of nutrients, which are chemical compounds needed for survival.

a) Name the **six (6)** groups of nutrients that provide a nutritious diet.

(3 marks)

b) List **two (2)** healthy menu options for the general public.

(2 marks)

**QUESTION 4**

The prices of food items on a breakfast menu range from low to moderate due to the fact that most people do not expect to pay much for breakfast. Shortlist **five (5)** breakfast items offered on the menu card.

(5 marks)



**QUESTION 5**

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

(5 marks)

**QUESTION 6**

Ali purchased 3.5 kg of red snapper for RM60.00/kg. After trimming, Ali discovered that 500 gm of the skin and bone will not be used. Based on the above statement calculate:

a) Edible Product (EP) weight.

(1 mark)

b) Portion cost (portion size for one plate of fish fillet is 150 gm)

(4 marks)

**QUESTION 7**

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 labour.

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

(3 marks)

b) List **two (2)** the pricing psychology used by foodservice operators.

(2 marks)

**QUESTION 8**

Buffets come in a variety of shapes and flavours. Breakfast buffet, Ramadan buffet and other special occasion dinner buffets are a part of buffet types.

a) Define buffet as a professional food planner.

(2 marks)

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

(3 marks)

**[40 MARKS]**



**PART C**

This part consists of **three (3)** questions.

Answer ALL questions in the Answering Booklet

**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. As a foodservice planner, classify **five (5)** elements of the community that should be evaluated prior to building a foodservice operation.

(10 marks)

**QUESTION 2**

"Table d'hôte" is a French phrase that literally means "host's table". It is used to indicate a fixed menu where multi-course meals with limited choices are charged at a fixed price. It is also referred to as a fixed menu. As a menu planner in a catering business, you are responsible for designing a simple table d'hôte menu suitable for special events. The menu should offer five courses and up to two choices for entrée courses. Provide a set of menus starting from the appetizer to beverages served for special events, including descriptive copy and prices.

(10 marks)

**QUESTION 3**

A recipe card is a concise and organized document that provides instructions for preparing a specific dish or beverage. It typically contains a list of ingredients, step-by-step instructions, and other pertinent details. As the menu planner of Rasa Malaysia Restaurant, you are responsible for designing the format for recording recipes.

(10 marks)

**[30 MARKS]**

**[TOTAL MARKS: 100 MARKS]**

**END OF QUESTIONS PAPER**

