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**KOLEJ YAYASAN PELAJARAN JOHOR  
ONLINE FINAL EXAMINATION**

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

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**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**.

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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 12 printed pages including front page*

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**PART A**

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

Answer ALL questions in the Answer Paper.

1. The most important element of foodservice operation is the

- A menu
- location
- supplier
- customer



**Picture 1**

2. Which of the following is considered as thickened soup as **Picture 1**?

- A Puree
- B Bisque
- C Chowder
- D Cream Soup

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

- 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 to show 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 refer to
- A Arrival patterns  
B Food preferences  
C Disposable income  
D Preferred day for dining out
7. "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

8. What are the deficiency symptom to the body if there is a lack of Vitamin B1?
- A Goiter
  - B Anemia
  - C Beri- beri
  - D Osteoporosis
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 menu offers selections that are representative of the cuisine from a particular region or country such as Italy, Portugal, and France.
- ✓ The descriptions of the appetizers, soups, salad, entrees, and desserts are often written in the language used in the country from which the cuisine is derived.

**Figure 2**

10. Which of the following illustrate **Figure 2**?
- 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

Figure 3

12. Which of the following illustrate Figure 3?

- 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 Prime cost
- B Actual cost
- C Factor pricing
- D Pricing psychology**

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. The high popularity and low- contribution margin is 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 second method is separate desserts menu.
  - C The first method is list desserts after appetizer on the 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 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", 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 amount 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 consists of **SIX (6)** 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.

- a) Define the salad. (1 mark)

Salads are also prepared hot or cold and may be served as an accompaniments or a as a main course or entrée on the menu. Sometimes a salad is served in lieu of an appetizer or soup and is called a first-course salad. (1M)

- b) State **5 (five)** types of salad with example. (5 marks)

- Appetizer salads (0.5M)- waldrof salad (0.5M)
- Accompaniment salads (0.5M)- potato salad (0.5M)
- Main Course Salads (0.5M)- chef salad (0.5M)
- Separate Course Salads (0.5M) nicoise salad (0.5M)
- Dessert Salads (0.5M)- fruit salad (0.5M)

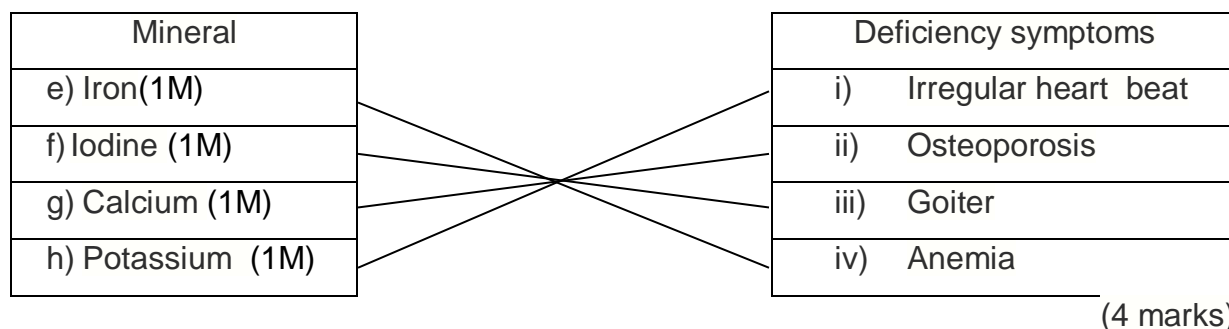
**QUESTION 2**

- a) Fat-soluble vitamins are vitamin that can dissolve in fats and oils. Fill in the **Table 1** for vitamin, function and deficiency symptoms of fat-soluble vitamins.

Vitamin	Functions	Deficiency symptoms
Vitamin A	Enables eyes to adjust in light Maintains cells of skin, eyes. Intestines, and lungs	a) <u>Night blind/ keratinisation</u> (1M)
Vitamin D	b) <u>Enhance calcium and phosphorus</u> (1M)	Rickets in children: osteomalacia in adults
Vitamin E	Acts as an antioxidant, protecting substances damaged by exposure to oxygen.	c) <u>Rare, but may cause hemolytic anemia in premature infants.</u> (1M)
Vitamin K	d) <u>Essential for blood clotting</u> (1M)	Rare, causes hemorrhaging

(4 marks)

- b) A mineral is a nutrient that is needed in small amounts to keep the body healthy.  
Match the mineral and deficiency symptoms.



### QUESTION 3

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

#### 1. Factor(1M)

The **factor pricing method** is also known as the *markup method*. Markup, the difference between cost and selling price, varies among types of foodservice operations. First, the desired percentage of food cost must be selected and divided into 100 to give a pricing factor. (1M)

#### 2. Prime cost(1M)

Prime cost consists of raw food cost and direct labor cost of those employees involved in preparation of a food item but not service, sanitation, or administrative costs. An accurate determination of prime cost for each menu item would require calculating the raw food cost and direct labor cost for pricing. (1M)

#### 3. Actual cost(1M)

Actual cost is used in an operation that keeps accurate cost records. The initial step, as usual, is to establish the food cost from standardized recipes and labor costs, which are the principal variable costs. (1M)

(6 marks)

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

<i>a la carte</i>	<i>table d'hôte</i>
<ul style="list-style-type: none"> <li>• The a la carte menu is actually not a separate type of menu but a method of pricing a menu. (0.5M)</li> </ul>	<ul style="list-style-type: none"> <li>• Table d'hôte menu group several food items together and offer them at a fixed price. (0.5M)</li> </ul>
<ul style="list-style-type: none"> <li>• Menu items are priced, offered, and selected separately by the customers. (0.5M)</li> </ul>	<ul style="list-style-type: none"> <li>• The menu is a complete meal with several courses, and the only choices might be soup, salad, or dessert. (0.5M)</li> </ul>

(2 marks)

#### QUESTION 4

Once the menu has been costed out and final decisions have been made concerning food selection, the menu planner can begin to plan the organization and presentation of the menu.

a) State **eight (8)** issue need consider when preparing a menu card.

- |                    |                    |
|--------------------|--------------------|
| ➤ Paper            | ➤ Truth- in- Menu  |
| ➤ Print            | ➤ Menu labeling    |
| ➤ Color            | ➤ Listing of items |
| ➤ Balance          | ➤ Size of menu     |
| ➤ Variety          | ➤ Cover design     |
| ➤ Composition      |                    |
| ➤ Descriptive copy |                    |
- Choose only 8 answer

(4 marks)

b) Explain **four (4)** advantages designing menu using software.

1. Creating a menu is easy because most software packages include predesigned menu styles, an abundance of food illustrations, and built-in-spell-checker designed to recognize culinary terms.
2. Using the software eliminates the need to hire a graphic artist or professional printer.
3. Many software packages have built-in database that store specials and seasonal items for repeated use.

4. The foodservice manager or chef can print special daily, allowing the restaurant to showcase signature dishes and high-profits items.
5. The software allows for easy editing of the menu and changing offerings are needed. \*choose only 4 answer from the above

(4 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 seafoods.

- Provide portion
- The cut thickness
- The manner it is prepared (Cooking technique)
- It is should have adequate descriptive copy
- Technique of serving
- Must be listed in large
- easy- to-read type\*choose only 5 answer from the above

(5 marks)

### QUESTION 6

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.

- Greater availability (the equipment is carried by most foodservice equipment dealers)
- A more affordable price
- Greater access to spare parts at a lower cost
- A service history showing that the equipment is durable and has good production capabilities
- A warranty /or guarantee that extends for a longer period of time than those issued for specialized equipment

(5 marks)

**[40 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.

**1. Desired market**

The owner must decide on the desired market/ customer(s) that the foodservice concept is to attract. It is important to establish the market early in the business plan so that every aspect of this plan answers the wants and needs of the targeted customer. The greater the owners' knowledge and understanding of the customer, the better the service provided because the operation will satisfy the need of customers that existing establishments currently do not meet. The ultimate goal of any marketing plan is to provide an excellent dining experience that satisfies the customer. Satisfied customers are the key to a longer and more profitable existence.

**2. Market classifications**

Individual in the United States are classified in particular generation categories based on the year in which they were born. People born between 1946 and 1964 are known as Baby Boomers, those born between 1965 and 1978 are called Gen Xers, and individuals born between 1979 and 1994 are referred to as Gen Y. People within each of these generations have unique yet common needs and desires.

**3. Gender**

Knowledge of the gender of patrons who will frequent the foodservice establishment is another important consideration when preparing a business plan. Gender influences many decisions within the business plan, including the type of layout for the foodservice operation, the size of the chairs, the interior design color scheme, and the type of cuisine and portion size of food item to be served. These factors assist the owner in determining the marketing and merchandising methods needed to generate sales.

**4. Age**

Knowing the age of the target market helps to determine several factors. As people age, their desires and dietary and emotional needs change. Each age group – Baby Boomers, Gen X, and Gen Y- has a different point of view on dining preferences. These include the type of cuisine and food selection, price, portion size, nutrition and nutritional requirement, style of atmosphere, style of entertainment, size of lettering on the menu, service style, layout and design of the foodservice operation.

**5. Disposable income**

Disposable income is the amount of income that remains after taxes and personal bills have been paid. Disposable income is also called entertainment, fun, or luxury money. The greater the income a market has, the greater the amount of disposable income available for dining.

**6. Food preferences**

Knowing the foods and/or cuisines that a target market prefers is also imperative in achieving success. By collecting menus from several foodservice operations that have similar concepts and looking for items listed on the majority of these menus, it is possible to deduce that these items sell well. If five out of seven menus list French onion soup, it may be a good idea to include French onion soup as one of the hot soups.

**7. Social habits**

An understanding of how the market socializes help to determine the type and style of entertainment that should be offered.

**8. Education**

People who have a higher level of education tend to be more receptive to new ideas and to trying something new. Over their life spans, they also earn more money and have a higher level of disposable income to dine out more often. Knowing the targeted market's educational background also allows for the use of more appropriate language in designing the descriptive copy of items on the menu.

**9. Religious orientation**

Some religious cultures have laws that restrict the consumption of particular food items and the method of preparation of others. Knowing customers religious background can help to build sales. If it is known that a large number of patrons are Catholic, for example, offering a fish special on Fridays during Lent will augment sales.

**10. Ethnicity**

It is impractical to open an Italian specialty restaurant in a community that is heavily populated by of Chinese descent, as in all probability the rate of success will not be very high. Recognizing a market's ethnic background and offering some favorite authentic national dishes is good way to add variety to the menu. Chefs may also use fusion cooking- the blending of different ethnic dishes together- to create a more interesting menu.

**11. Occupation**

Knowledge of the target market's type of employment can assist in the planning of dishes on the menu and their portion size. Customers who work in occupations that require more physical activity, such as construction, will burn more calories on the job and require heartier portion sizes. Guest who expend less physical effort on the job burn less calories and may prefer food items that contain fewer calories, fats, and sugar in smaller portions.

**12. Arrival patterns**

The term arrival pattern refers to the hours at which groups of customers dine out. Knowing arrival patterns allows for appropriate and adequate dining room setup and timely turnover time that allows for increased covers and greater sales. A knowledge of the number of single people, couples, and parties of three or more and the time of day at which these various group dine allows the maitre d' to maximize dining room seating capacity.

**(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 wedding. Develop a full set of menu

**KUALA LUMPUR VIEW RESTAURANT**

*Mushroom Soup*

Fresh mushroom soup with homemade bread

\*\*\*\*\*

*Nicoise Salad*

Traditionally made of tomatoes, hard-boiled eggs, Niçoise olives and anchovies, dressed with olive oil

\*\*\*\*\*

*Roasted Pigeon Breast*

Roasted pigeon breast served with black pepper sauce, garlic mashed potato and sautéed vegetable

\*\*\*\*\*

*Chocolate Cheese Cake*

Fresh baked chocolate cheese cake served with raspberry sauce

\*\*\*\*\*

*Lemon Mint*

Freshly Lemon juice added Sprite and Mint Leaves

Set price RM 80 include GST per person

for a wedding reception including descriptive copy. The customer request American-style service for their special occasion.

**(10 MARKS)**



**QUESTION 3**

A menu can be successful only if it is accurately cost and properly presented. The placement of menu items in an attractive and organized fashion with effective descriptions is integral to sales.

- i. Define the sales history

The sales history, also known as a scatter sheet mix, is a daily record of the menu items that have been sold. The sales history contains any information that can help to explain the sales volume for a particular day.

(2 marks)

- ii. Describe the benefits or uses of the sales history to the foodservice industry.

1. To forecast
2. To keep a daily record of which food items were sold
3. To keep a daily record of how many menu items were sold
4. To predict sales volume
5. To record information that will aid management in forecasting accurately
6. To aid management in predicting a sales analysis
7. To project the annual budget
8. To aid management in determining the ringgit amount that customers are willing to pay

(8 marks)

**(10 MARKS)**

**[TOTAL MARKS: 100 MARKS]**

**END OF QUESTIONS PAPER**