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**KOLEJ YAYASAN PELAJARAN JOHOR  
ONLINE FINAL EXAMINATION**

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**COURSE NAME : FOODSERVICE OPERATION**  
**COURSE CODE : DCA3153**  
**EXAMINATION : DECEMBER 2021**  
**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **FOUR (4)** parts:
  - PART A (10 Marks)
  - PART B (10 Marks)
  - PART C (60 Marks)
  - PART D (20 Marks)
2. Please refer to the detailed instructions in this question paper.
3. Students are allowed to refer to resources such as lecture notes, books, internet or any other relevant resources.
4. Answer ALL questions in the answer sheet which is A4 size paper and worksheet additional (Appendix 1)
5. 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
6. Each answer sheet must have a page number written at the bottom right corner.
7. Answers should be **handwritten, neat and clear**.

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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*

**PART A**

This part contains **TEN (10)** questions.

Answer ALL in Answer Sheet.

1. The kitchen is the heart of foodservice business. Which of the following kitchen functions should be consider during production?
  - i. Hygienic catering
  - ii. Production of food
  - iii. An environment for economic
  - iv. Quantity of staff and safety of food production

A i, ii  
B i, iii  
C ii, iv  
D i, ii, iii
  
2. As a worker at full services restaurant, which of the following is not the characteristic of the environment in fine dining restaurant?
  - A Most have personal chef and staff.
  - B There are many employees per customer.
  - C Customer come and get their seat without assistant.
  - D Emphasize highest quality of services, ingredient and atmosphere
  
3. After she finished her SPM, Eylia worked as a kitchen assistant at Hospital Sultan Aminah Johor for several months. What kind of foodservice segmentation does Hospital Sultan Aminah Johor offers?
  - A Commercial.
  - B Non-commercial.
  - C Military and event catering.
  - D Industrial catering, Airline catering and school.

4. Which of the following restaurants specializes in preparing food for customers that provide very small space and little seating to dine in?
- A K-Fry.
  - B Subway.
  - C Mc Donald.
  - D Asam Pedas Claypot.
5. What kind of restaurant serves rice, noodle, nugget and porridge on its menu?
- A Ethnic Restaurant.
  - B Family Restaurant.
  - C Fast Food Restaurant.
  - D Fine Dining Restaurant.
6. Aria just finished her degree in marketing, after that she work as executive sales marketing and she has a busy working lifestyles. Thus, she always prefers to eat outside. Which of the following factor affecting growth of foodservices industry is suitable with Aria characteristics?
- A Demographic changes.
  - B An increase of Hispanic population.
  - C Shortage of qualified foodservices personnel.
  - D An increasing number of single person household and the potential living alone.
7. Pak Jamal is a retired soldier and he plans to open small food business without helper, since he has small budget and don't want to place tables or umbrellas since he has no helper. Based on the situation which styles of food business is suitable with Pak Jamal?
- A Event Catering.
  - B Mobile Catering.
  - C Industrial Catering.
  - D On Premises Catering.



In operation, the manager must analyze all problems that occur and attempt to solve or make a decision to overcome all problems.

8. What kind of approach is used in the foodservice system based on this statement?
- A System analysis.
  - B System equifinality.
  - C System management.
  - D Problem statement system.
9. Input is the first step in any operation and should be taken seriously by management. What is the most critical input in the foodservice industry?
- A Money.
  - B Personnel.
  - C Equipment.
  - D Raw material.
10. Operation system required input to make it as a kick start to run the business in order to transform the output. Based on the following, which one is not the output from transformation?
- A Time.
  - B Services.
  - C Finishes goods.
  - D Financial accountability.

**[10 MARKS]**

**PART B**

This part contains **TEN (10)** questions.

Answer ALL questions in Answer Sheet.

Upscale menu	Competitive	System
Commissary	Commercial foodservice	Fine dining restaurant
Buffet	Burger King	Factory
Cafeterias	Demographic changes	Feedback
Kitchen less kitchen	In-House Management	Open kitchen

1. Pizza Hut, Dunkin' Donut, KFC, and \_\_\_\_\_ are examples of fast food restaurants that provide quick and basic service at a low cost.
2. In order to survive and ensure stability, system must have \_\_\_\_\_ so that the operation can maintain the internal balance.
3. This restaurant typically emphasizes the highest quality of service ingredients and atmosphere. What types of restaurant this statement refers to \_\_\_\_\_.
4. The outlet of secret recipe will purchase ready-made items from HQ, and their kitchen will be known as \_\_\_\_\_.
5. It is describe as large central production kitchen with centralized food purchasing and delivery to of services unit located in separate area for final preparation and services. Their kitchen will be known as \_\_\_\_\_.
6. This type of restaurant typically practiced at school or university, with students carrying their own food was called as \_\_\_\_\_.

7. As foodservice manager he/she must be aware of the changing foodservice industry in order to be \_\_\_\_\_ and successful.

8. New trending restaurant which target market to high income with educated person is looking for fancier food, more expensive foods often with a gourmet appeal is known as \_\_\_\_\_.
9. The changing status of women has had an influence on the workforces. Many women are working in most industry today especially foodservice industry. This refers to \_\_\_\_\_.
10. Every morning, Shahila and her officemate will have their breakfast and lunch at the restaurant and café that operated in their office building. That restaurant was operated by the organization Shahila and friend works. This can be classifies as \_\_\_\_\_.

**[10 MARKS]**



**PART C**

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

Answer ALL Questions in Answer Sheet.

**QUESTION 1**

Berjaya Sdn. Bhd. is a big company that operates hotel business in most country in Malaysia. In this coming year, Berjaya Sdn Bhd was planning to involve in restaurant business in order to increase their profit and job opportunities to new graduated and employed person affected by Pandemic Covid 19.

- a. Give **five (5)** basic functions of management Berjaya Company have to consider in order to start planning operate the management process.

(5 marks)

- b. As the Project Manager of Berjaya Sdn Bhd, Mr Rajendra should have behavior that suit with his title and position. He also must play his roles as manager in order to ensure all working system within the staff can work well. Discover **five (5)** interpersonal roles of manager that Mr Rajendra should have.

(5 marks)

**QUESTION 2**

Aliya was graduated from Lim Kok Wing University and she's study Degree in Restaurant Business Operation. After she finished her study, she plan to get herself involve herself in restaurant business industry. However Alya is still confuse in choosing which specific types of foodservice to operate in Kuala Lumpur.

- a. Discover **four (4)** major factors to consider the distribution of food from production to customers for Alya to study what is the best for her decision.

(4 marks)

- b. If Alya chooses to open a restaurant, Interpret **six (6)** categories of service that Alya might apply in her restaurant.

(6 marks)

**QUESTION 3**

The recipe is one of the most important tools that can be used in business. As a result, it also used to communicate with each other solely through the recipe.

- a. Classify the meaning of recipe and give **one (1)** example of Malay cuisine recipe that you are familiar with.

(2 marks)

- b. In all forecasting methods, historical data or past data are used to determine needs and establish trends. Apply **four (4)** data points that the school uses for production forecasting.

(4 marks)

- c. Produce **four (4)** plans and schedules that you can applied as a supervisor to ensure efficient use of time, equipment, and space in the kitchen?

(4 marks)

**QUESTION 4**

Nowadays, catering is a diverse division of the foodservice industry. Puan Aisyah is the owner of Rumah Bonda Catering, which is located at the SMK Ahmad Boestamam.

- a. Discover and define the catering segment operated by Rumah Bonda Catering

(4 marks)

- b. Choose **three (3)** on-premise catering services that Rumah Bonda Catering can use to expand their catering segment.

(6 marks)

**QUESTION 5**

Procurement is the first functional subsystem of the transformation element. In the foodservices organization, the person who responsible for procurement process needs to understand the management of procurement that involves in their organization.

- a. Write **two (2)** the management of procurements that involves in foodservices industry.

(2 marks)

- b. Determine **three (3)** roles of purchasing manager in a foodservices operation and give example to support your answer.

(6 marks)

- c. Demonstrate **two (2)** examples of information should be included in all specification for food products.

(2 marks)

**QUESTION 6**

Menu the most effective management tools in the foodservice industry and it can also generate profits for restaurants.

- a. Discover a definition of the menu that is commonly used in Malaysian restaurants.

(2 marks)

- b. Printed menu refers to the medium on which the menu presents the food selection to the customer. As a restaurant manager, examine the **three (3)** most important elements of the printed menu that must be considered when designing the menu card.

(6 marks)

- c. Discover the advantage and disadvantage of the menu that are typically available at Ramadan buffets.

(2 marks)

**[60 MARKS]**

**PART D**

This part contain only **ONE (1)** question.

Answer the question in Worksheet Additional (Appendix 1)

**QUESTION 1**

<b>Menu</b>	<b>Number of Sold</b>	<b>Food Cost (RM)</b>
Lamb chop	30	8.00
Fish and Chip	40	4.50
Chef salad	13	3.00
Tuna Sandwich	28	3.50
Grilled Chicken	39	6.00
Vegetarian salad	15	4.00
Fish and Fries	38	3.00
Lamb Burger	22	9.00

**(Table 1)**

Table 1 shows the number of menu items sold and selling price of listed menu at Afiah Café for the month of December 2020. Using menu engineering method to analyze the performance of the competing menu items, you would like to gain the insight of each menu item and offered suggestions for menu future improvement. To achieve such as objectives, you must:

- a) Calculate and complete menu analysis work sheet. Please note that food cost percentage for Afiah Café is 30%. Use the worksheet given

(Appendix 1)

(16 marks)

- b) From your findings, identify proper suggestion to improve profits or performances of each of the competing menu item

i) Star

ii) Plow horse

iii) Puzzle

iv) Dog

(4 marks)

**[20 MARKS]**

**END OF QUESTION PAPER**