



SIR ARTHUR LEWIS COMMUNITY COLLEGE
FACULTY OF AGRICULTURE AND TOURISM
ACADEMIC YEAR (2024/2025) – SEMESTER ONE
END OF SEMESTER FINAL EXAMINATION

COURSE CODE : **FAB220**
COURSE TITLE : **Menu Planning**
LECTURER : **William Munn**
DATE : **Friday, 20th December, 2024**
TIME : **9:00 a.m.**
DURATION : **2 Hours**
ROOM : **CEHI Room 2**
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

This examination consists of **TWO (2) SECTIONS**.

SECTION A consists of **Forty (40)** Multiple Choice Questions. One mark will be awarded for each correct answer.

SECTION B consists of **Four (4)** questions. Answer **ALL** questions. Each question is worth a total of **TEN (10) marks**. Write your answers on the answer sheet provided.

- Students must sign **IN** and **OUT** on the examination class list.
- Write your **Student ID** number on each answer sheet and question paper that is submitted.

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

SECTION A

Instructions: This section has FORTY (40) questions. Each question requires ONE answer. Circle the letter of the answer you choose. Each question is worth ONE (1) mark.

1. Select the best answer that explains the importance of yield testing
 - a) Knowing the yield of an ingredient enables you to plan your recipes well
 - b) Knowing the yield of an ingredient enables you to get an accurate weight of a product
 - c) Knowing the yield of an ingredient enables you to get an accurate processed cost of a product
 - d) Knowing the yield of an ingredient enables you to plan your mise en place accurately

2. Which one of the following menu item situations is the least desirable and should be removed from your menu as soon as possible?
 - a) Low profitability, high popularity
 - b) Low profitability, low popularity
 - c) High profitability, low popularity
 - d) High profitability, high popularity

3. Choose the statement that best describes a balanced menu.
 - a) A balanced menu should offer a variety of dishes from all over the world
 - b) A balanced menu should offer a variety of meats, cooking methods and sauces that appeal to a wide range of customers
 - c) A balanced menu should offer a variety of dishes, flavors, textures, cooking methods and appeal to a wide range of customers
 - d) A balanced menu should offer a small amount of dishes with similar flavours, textures, and cooking methods that appeal to a wide range of customers

4. All of these statements include items that could be listed on a standardized recipe. Choose the statement that has the most accurate listing of items you would need on a recipe
 - a) The recipe should include the name of the dish, portion yield, all ingredients and quantities and method of preparation
 - b) The recipe should include the name of the dish and who created it, ingredients and quantities and cooking time
 - c) the recipe should include ingredients and amounts, method of preparation and serving suggestions
 - d) The recipe should include the name of the dish, portion yield, cost of ingredients and serving size

5. All of the following statements are correct regarding the goals of menu planning EXCEPT?
 - a) Meet nutritional needs
 - b) Plan meals within the food cost
 - c) Provide attractive, appetizing meals with monotony
 - d) Meet/exceed customer expectations

6. Select that statement that is true.
 - a) Cocktails are a high cost item
 - b) Cocktails run at medium cost %
 - c) Cocktails are a low profit item
 - d) Cocktails run at a very low cost %

7. Select the best explanation of the meaning of a restaurant.
 - a) A restaurant means a place to restore yourself and socialize
 - b) A restaurant means a place to restore your health
 - c) A restaurant means a place to relax yourself with food and drink
 - d) A restaurant means a place to restore yourself with food and drink

8. Choose the best statement that defines a menu.
 - a) A menu is the statement of food and beverage items available or provided by food establishments
 - b) A menu is the statement of meals offered by an establishment
 - c) A menu is the statement of what is for sale in all establishments
 - d) A menu is the statement of what the kitchen provides only

9. Select the best explanation of why it is important to cost every dish on a menu.
 - a) It enables you to have a discount
 - b) It enables you to know your stock inventory
 - c) It enables you to do yield costing
 - d) It enables you to have correct selling prices on your menu

10. When considering changing a menu there are certain points to take into account. Which point(s) should you examine when changing a menu?
 - a) Product and traffic flow
 - b) Staff skill levels
 - c) Selling price
 - d) All of the above

11. The chef and the food and beverage manager sat down to compose the new menu dish descriptions. They agreed they needed to have clear and concise descriptions for each dish. They did this because it would help to
 - a) Sell menu listings
 - b) Explain the menu listing to the customer
 - c) Both A and B
 - d) None of the above

12. When wanting to produce a new menu item, you need to evaluate which one of the following points?
 - a) The cost of flour
 - b) The clientele
 - c) Whether or not to offer take out service
 - d) Pest control

13. When determining the size and number of equipment pieces that will be needed to produce a menu for a new operation, which of the following should be considered?
 - a) The décor of the equipment
 - b) The number of different menu items to be produced on the piece of equipment
 - c) The likes and dislikes of the employees
 - d) All of the above

14. What is the purpose for having standardized recipes?
 - a) To control the quantity and method of preparation for ingredients
 - b) To conform with HACCP rules
 - c) To ensure quick service
 - d) To control inventory

15. If a restaurant has a standard food cost of 40%, and actual food cost of 44% and a product mix of 44%, you could deduce that:
 - a) The menu is incorrectly priced
 - b) The operation probably has a theft problem
 - c) The manager should be fired
 - d) You can't deduce anything with the data given

16. Identify the FALSE statement below regarding Table D'hote menus.
 - a) Table D'hote menus offer no choices to the guest
 - b) A Table D'hote menu is a complete meal menu offered at one price
 - c) A table d'hote menu is often referred to as a set menu
 - d) A Table D'hote menu can also be called a Prix Fixe

17. A _____ specializes in small servings of food items, similar to appetizers, from which guests select items to make an entire meal.
- Diner
 - Fine dining restaurant
 - Tapas bar
 - Concession stand
18. Descriptive terminology on a menu is used to:
- Sell menu listings
 - Explain the menu listing to the customer
 - Both A and B
 - None of the above
19. Stating the pre-cooked weight of a steak in menu standards represents:
- Quality
 - Quantity
 - Price
 - Brand name
20. The menu engineering term DOG refers to which situation?
- High profitability, low popularity
 - Low profitability, high popularity
 - High profitability, high popularity
 - Low profitability, low popularity
21. Food service outlets can decide to offer free meals but should also try to ensure healthy choices are available for their patrons. Outlets that do this are considered to be what type of operation?
- Institutional
 - Industrial
 - Commercial
 - Fast food chain
22. This type of menu is commonly used in Institutional food service outlets such as hospitals, prisons, military establishments etc.
- Banquet
 - Prix Fixe
 - Tapas
 - Cyclical
23. In this type of establishment a dinner could be two to five hours and include several courses served in an efficient and leisurely manner and is full service.
- Cafeteria style
 - Fine dining style
 - Fast food style
 - Industrial corporation dining room
24. The name of a menu that lists food items that are separately priced.
- Du Jour
 - Table D' hote
 - A La carte
 - Banquet
25. A menu offered in some restaurants with daily special items in addition to their regular menu items.
- Du Jour
 - Table D' hote
 - A La carte
 - Banquet

26. Large menus like these require excellent planning, organization, and management skills.
- Set menus
 - Fine dining
 - Banquet
 - Cyclical
27. A food service outlet that expects a profit as the number one priority is in business to make money. Select the type of food service.
- Institutional
 - Commercial
 - Industrial
 - Educational
28. In this style of dining, all the dishes are placed on the table and the guests serve themselves.
- Cafeteria style
 - Tapas style
 - Family Style
 - Buffet style
29. The menu engineering term PUZZLE is used to describe
- High profit, low popularity items
 - High profit high popularity items
 - Low profit, low popularity items
 - Low profit, high popularity items
30. Using descriptions that specify federal quality grades such as “Grade A”, in menu standards represents:
- Meeting nutritional needs
 - Point of origin
 - Quality of products on offer
 - Cooking technique
31. The Golden Triangle is the name of a positioning method used for menu items. Choose the correct trio of positions that make up the triangle
- Top center, bottom left, bottom right
 - Top right top left, bottom right
 - Center of the page, top right, top left
 - Bottom left, bottom center, bottom right
32. The most visible way to place Star items on a menu is:
- In the center section of your menu
 - In the side section of the menu
 - To the back of the menu
 - On a separate page
33. When discussing wine, vintage refers to the
- The year of harvest
 - The producer
 - Acidity level
 - ABV% (Alcohol by volume percentage)
34. In reference to using technology in menu management, POS stands for:
- Proper Ordering System
 - Point of Sale
 - Pre-Order Sales
 - Post Operation System

35. Select from below the term that would provide very helpful guidance with fine tuning your menu to create more guest satisfaction while maintaining a profit.
- Customer feedback and analysis
 - Subconscious scheming
 - Salesmanship/upselling
 - Portioning
36. The top priority of institutional food operations is to:
- Make a profit
 - Serve a variety of healthy foods
 - To create repeat customers
 - To have a well merchandised menu
37. A restaurant may best be described as:
- A place that provides attractive, appetizing meals
 - A place to relax with food and beverages
 - A place where traditionally, menus offer no choices to guests
 - A place with a tapas bar
38. Choose the best statement that defines a menu.
- A menu is the statement of food and beverage items available or provided by food establishments
 - A menu is the statement of meals offered by an establishment
 - A menu is the statement of what is for sale in all establishments
 - A menu is the statement of what the kitchen provides only
39. Which of the following should be taken into account when considering changes to the menu of an existing operation?
- Product and traffic flow
 - Staff skill levels
 - Selling price
 - All of the above
40. Select the best answer that explains the importance of yield testing.
- Knowing the yield of an ingredient enables you to plan your recipes well
 - Knowing the yield of an ingredient enables you to get an accurate weight of a product
 - Knowing the yield of an ingredient enables you to get an accurate processed cost of a product
 - Knowing the yield of an ingredient enables you to plan your mise en place accurately

SECTION B

Instructions: This section contains **FOUR (4)** questions. You are required to answer **EACH** of the following questions. Each question is worth **TEN (10)** marks. Use the answer sheets provided to write your answers. Put your student ID on the file sheets.

Question One

Explain **FIVE (5)** important objectives to consider when creating and compiling (writing & planning) a menu. **(10 marks)**

Question Two

Describe **FIVE (5)** menu constraints that should be taken into consideration when designing menus. **(10 marks)**

Question Three

There are several factors to consider when designing the appearance of a menu. Explain in detail **FIVE (5)** components of menu design that should be considered when planning the look of a menu. **(10 marks)**

Question Four

Examine the menu below carefully. (see the last page of the test) List and describe **FIVE (5)** mistakes you observe in the menu. **(10 marks)**

Photo for Question Four

3/2/2016

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Food Menu

CLASSIC BURGER \$11

your way, beef patty blend, lettuce, tomato, onion, beer mustard, secret sauce
add bacon, avocado, cheese, fried egg or bacon jam \$2 ea
LAGER, PILSNER, IPA, GOLDEN ALES

*SIGNATURE BURGERS

our burgers are best enjoyed medium rare to medium.

*BACON BOURBONATOR \$14

beef patty, thick cut bacon, blue cheese crumbles, bacon & onion jam
IPA, BROWN ALE, PORTER, STOUT

*MORRISON FILET BURGER \$15

beef patty blend, seared filet mignon, creamy port salad cheese, marrow butter, english muffin
MEDIUM BODIED ALES, GOLDENS & WHEATS

*OLD SMOKEY \$14

smoked peppers, BBQ sauce, onion ring, slaw
IPA, BROWN ALES, STOUTS

*LATE BREAKFAST \$14

fried egg, cheddar pancake, bacon & onion jam
IPA, BROWN, STRONG ALES & DARK BEERS

*SO-CAL \$14

organic chicken, green chilies, smoked cheddar crisp, slaw
CIDER, PILSNER & WHEAT BEERS

*ATWATER VEGGIE \$12

quinoa/squash patty, avocado, carrot, mint, cucumber
MEDIUM BODIED ALES, GOLDENS & WHEATS

*SHROOMER \$12

braised portabello, onion ring, fig jam, blue cheese
IPA, BROWN, STRONG ALES, DARK BEERS

*YOUNGSTER \$11

kids plain burger (beef, chicken, veggie or grilled cheese)
w/fries or salad, juice box & scoop of ice cream

CHEESESTER \$9

classic grilled cheese
ANY BEER WORKS HERE

FISH & CHIPS \$15

daily fresh cod, beer battered, fries, homemade tartar sauce, malt vinegar
LAGER, PILSNER, IPA, GOLDEN ALES

RED HOT "Morrison" WINGS \$13

tasty wings tossed in our very own Morrison hot sauce served w/fries & ranch
LAGER, PILSNER, IPA, GOLDEN ALES

CORNED BEEF SANDWICH \$13

corned beef, pickles, caramelized cabbage, beer mustard
STOUTS & ALES

DAILY SPECIALS

(AVAILABLE AFTER 5PM)

MONDAY "FRIED CHICKEN"

Fried Chicken / Smoked Mashed Potatoes / Corn On The Cob \$15.95

TUESDAY "FISH TACOS"

Daily Fresh Fish / Cabbage Slaw / Avocado Sauce / Corn Tortilla \$12.95

WEDNESDAY "RIBS/FULL RACK"

Baby Back Pork Ribs / Smoked BBQ Sauce / House Coleslaw / Corn On The Cob
\$21.95

THURSDAY "STACKER"

Two Beef Patties / Secret Sauce / Lettuce / Pickles / Onions Cheddar Cheese / Sesame Bun / Fries / Draft Beer Of Choi
\$17.00

FRIDAY "PRIME N.Y. STEAK"

Prime N.Y. Steak / Herbed Cheese / Smoked Mashed Potatoes / Sautéed Greens \$21.95

SATURDAY "PRIME N.Y. STEAK"

Prime N.Y. Steak / Herbed Cheese / Smoked Mashed Potatoes / Sautéed Greens \$21.95

SUNDAY "STACKER"

Two Beef Patties / Secret Sauce / Lettuce / Pickles / Onions Cheddar Cheese / Sesame Bun / Fries / Draft Beer Of Choi
\$17.00

FRIES & SIDES

morrison fries \$6

hand-cut potato fries

sweet potato fries \$7

sweet potato fries, garlic, parmesan

cheese fries w/bacon jam \$8

hand-cut potato fries, cheddar cheese, homemade bacon & onion jam

maui onion rings \$7

homemade beer batter, hand-cut onion rings, house crafted bbq sauce

fried brussels \$7

brussels, canola oil, homemade balsamic dressing, hazelnuts

slaw \$4

carrot, cucumber, poblano pepper, homemade mushroom vinaigrette dressing

pickles \$4

persian cucumbers, vinegar, sugar, pickling spices, dill seeds

SALADS

mixed green salad \$7

field greens, portobello mushroom, cucumber, carrots, parmesan, crouton, homemade miso vinaigrette dressing

wedge salad \$8