



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER**

### **BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**

**COURSE CODE: BSHM 203**

**COURSE TITLE: MENU PLANNING AND COSTING**

**DATE: 4 APRIL 2017**

**TIME: 3.00 PM – 6.00 PM**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## **SECTION A: COMPULSORY QUESTIONS [40 MARKS]**

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### **Case Study: Unacceptable menu**

Chef Musonye's first assignment as a new employee required him to plan menus for a total of 450 guests, 200 of them having been forecasted to turn-up as walk-in guests with the other 250 having booked for conference facilities as a group. The food was produced as he had planned and he was so eager for a positive feedback from the prospective customers that he availed himself in the restaurant during lunch service. At the initial stage of service, a five year old child seated with her parents in the centermost position of the main restaurant cried out in a shrill voice attracting the attention of all guests in the restaurant. When the restaurant supervisor followed up on the incidence, he realized that the food served to the child from the supposedly children's menu appeared too oily and was over spiced, with hot pepper giving it a dominant aroma and a burning flavor. It had also been served in large quantity and had a combination of multi-coloured, sautéed ingredients derived from what Chef Musonye had communicated as Hungarian cookery.

Coincidentally, the guests attending the conference in the hotel had raised several related complaints ten minutes before this incidence. The first complaint had been on the service of a main dish, which had not been enough for the group, and which consisted of extremely-sweetened pork served with savory accompaniments. Some of the guests in the group, in reference to their cultural and religious backgrounds, perceived pork-eating as a taboo. The group's host demanded to know from the restaurant supervisor the origin of the recipes used and why the chef in-charge had decided to change the menu they had agreed upon in their previous meeting. On realizing that the situation was getting out of hand, Chef Musonye, who had partially been hiding on one corner of the restaurant, rushed to the kitchen, gave one of the chefs another recipe and ordered him to fix a quick meal for the group. This only worked well in escalating the problem.

The bitter ballen (a deep fried meat ball type that the chef prepared) tasted more like tuna than beef. To top it all off, the Patagonian calamari served with the meat balls was sandy, and much to the guests' astonishment, had what looked like a piece of a plastic straw. When the waiter was questioned about it, he was confused and took one of the guest's plates to the kitchen to enquire about it. The restaurant supervisor then returned with this piece of plastic on a plate and explained to the guest that it was in fact the spine of the squid which is edible. The guest later found out, through internet in his mobile phone, that this plastic, known as *quill*, is a translucent gladius of the squid which needs to be removed when preparing the squid, and is 100% not edible. The guest then went back to the restaurant to confront the

restaurant supervisor with this information, who stuck by his story and told him that he had in fact on many occasions eaten it. This was the final straw for the guests; they all left the restaurant vowing never to return.

(Source: Lecturer)

**Question 1**

- a) In reference to the above case, answer questions (i) and (ii) below.
  - (i) Does this restaurant have menu planning problems? Discuss your answer. [10]
  - (ii) Explain how customers could have contributed to the improvement of the menu quality in the above restaurant [10]
- b) Examine **FOUR** factors that may hinder a menu planner from portraying the desirable attributes expected of him when planning a menu. [4]
- c) Identify the challenges associated with the following in menu planning and costing:
  - (i) Staff skills in food production [1]
  - (ii) Keeping up with food trends in the market [1]
  - (iii) Reducing menu costs [1]
  - (iv) Seasonality of ingredients [1]
- d) The Daily Food Cost Reports obtained from Miritini restaurant in Nairobi reflected the following figures (in Ksh.) for the months of October and November 2015:

October 2015		November 2015	
Stock as at 01/10/2016	200,000	Sales	1,440,000
Sales	130,000	Stock as at 31/11/2016	340,000
Transportation	100,000	Transportation	70,000
Purchases	360,000	Purchases	420,000
Storage charges	10,000	Storage charges	16,000
Other charges	60,000	Other charges	50,000
Stock as at 31/10/2016	?	Food cost %	?
Food cost %	40%		

- (i) Calculate the Stock as at 31/10/2016 [4]
- (ii) Calculate the food cost percentage during the month of November. [4]
- (iii) The food cost % for the month of December 2016 was 77%. The menu planner in this restaurant has noted the fluctuation in the food cost %. Advice him. [2]

## SECTION B: ANSWER ANY THREE QUESTIONS [60 MARKS]

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### *Question 2*

- a) Define the following menu items:
- (i) Tart [1]
  - (ii) Pie [1]
  - (iii) Moose [1]
- b) By citing relevant examples, discuss how a menu could be used to satisfy:
- (i) Social needs [3]
  - (ii) Psychological needs [3]
  - (iii) Physiological needs [3]
- c) Most restaurants have stuck to the traditional menu costing approaches and have not shown much willingness to change. Explain **FOUR** possible reasons for this. [8]

### *Question 3*

- a) Differentiate:
- (i) Table d'hôte and ala carte menus [4]
  - (ii) Menu engineering and menu benchmarking [4]
- b) Discuss the technological developments that have improved the following aspects of restaurants operations:
- (i) Menu planning and costing [4]
  - (ii) Menu presentation [8]

### *Question 4*

- a) By citing **FIVE** stages of the food cycle, discuss how mistakes in menu costing would affect the food and beverage department. [10]
- b) Most restaurants introduce menus within short time durations and staff has to be briefed on the menu items on sale. Analyze **FIVE** ways on how a given menu would limit creativity of staff in food production areas. [10]

### *Question 5*

- a) Explain how the following should be done during the process of menu planning and costing:
- (i) Emphasizing menu items [2]
  - (ii) Conducting a yield test [2]
  - (iii) Adding contrast in a menu [2]
  - (iv) Menu merchandising [2]
  - (v) Menu forecasting [2]
- b) Analyze **FIVE** internal challenges associated with menu planning. [10]