



# **GRE TSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER**

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

**COURSE CODE: BSHM 203**

**COURSE TITLE: MENU PLANNING & COSTING**

**DATE: 12 MAY 2021**

**TIME: 11.30 AM - 2.30 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**

### **Case Study: Planning of menu**

The Food and Beverage manager of Tripolis Hotel had communicated to the head chef that 350 guests would be turning up for lunch on the Valentine's Day as confirmed by the hotel reservations list. The head chef had creatively introduced several items on the menu, with most of them, comprising of dominant, red coloured ingredients (in the spirit of valentine's). On the guest's arrival, waiters had challenges explaining most of the menu items as a result of the flowery language used, despite the supervisor's briefing in the restaurant prior to the service session.

The worst case involved the waiters' lack of familiarity with the first menu item which read as 'Rolled Mult-del on Crispy Greens'- which, literally, was a small piece of bacon placed on lettuce and served as a starter. Out of all the guests in the restaurant, only four were adventurous enough to try out this choice, with three of them complaining of a discrepancy between the menu description and the real item served on the plate. During the service period the kitchen ran out of food items such as roast chicken which were most popular with the group. The waiters offered the guests alternative food choices, from which each of them reluctantly preferred one.

After the analysis of the food service event, the Food and Beverage manager recorded an increase in food left over on plates by the guests and a major decline in targeted profit. He also realized that the total number of guests served were 342 as opposed to the 350 forecasted and that there was no food left in the kitchen after service. In addition, most guests' comments in questionnaires regarding their experience indicated a major dissatisfaction with the waiters' speed of service- which was later attributed to the guests' demand for menu clarification from the waiters resulting in more time spent in taking orders.

Two of the waiters later resigned on the bases of demotivation citing guests' harassment emanating from the menu jargon. From then the hotel has seen a drop in business especially due to reduction in group bookings and labour turnover.

**Source: Lecturer**

### **QUESTION ONE**

- a) In reference to the above case, identify **five** problems brought out and state their solutions **[10 Marks]**
- b) Explain five common trends of customers choice of food that can be considered in menu planning **[10 Marks]**
- c) Discuss five artistic considerations in planning a menu **[10 Marks]**
- d) Evaluate important factors to consider when costing a menu **[10 Marks]**

### **SECTION B: ANSWER ANY THREE QUESTIONS**

#### **QUESTION TWO**

- a) Explain how food and beverage manager can help satisfy the psychological needs of a guest **[10 Marks]**
- b) Describe five ways of controlling food cost **[10 Marks]**

#### **QUESTION THREE**

- a) Explain ten different methods of menu pricing that can be adapted by food and beverage manager in a food outlet **[10 Marks]**
- b) Discuss five key factors to put into account in meal planning and management **[10 Marks]**

#### **QUESTION FOUR**

- a) Briefly explain five different types of costs incurred in food production and management **[10 Marks]**
- b) Explain five important points to note when marketing a menu **[10 Marks]**

#### **QUESTION FIVE**

- a) Discuss what you would consider when pricing an ala carte menu **[10 Marks]**
- b) By use of example, explain five classification of liquor **[10 Marks]**