



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
MAY - AUGUST 2018 SEMESTER**

**BACHELOR OF SCIENCE IN HOSPITALITY
MANAGEMENT**

COURSE CODE: BSHM 203

COURSE TITLE: MENU PLANNING & COSTING

DATE: 9 AUGUST 2018

TIME: 8.00 AM – 11.00 AM

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

Question One

Case study

Myla Thomas walked into the office of the owner of the Cool Breeze hotel for her 11 am meeting with the owner, Erick Breeze and the Executive Chef Robert. “Good morning, Myla and welcome aboard!” Exclaimed Erick as he extended his hand for a handshake. We are very excited to have you on our team. I have prepared a meeting schedule for you to meet with everyone. Please have a seat. “Erick continued indicating a chair for her.

“Thank you very much”, Myla responded as chef Robert strolled into the room to a corner chair. As soon as Myla and Robert finished exchanging greetings, Erick commented on the work that Robert was doing with the restaurant menu. “It is an excellent example of what is needed”, pointing at the menu. With that opening, Myla asked Robert about the timing of the previous menu overhaul. Robert answered, “It hasn’t happened since I have been here, which is a little over two years”. Myla politely followed up with another question. “What challenges do you have with the current menu? For Myla, Robert answer was very revealing. “The menu is very dull, and it doesn’t really address our customer complaints. Customers want many choices nowadays and we need to provide that. My goal is to review and make appropriate changes every season to reflect what is available and affordable. And ofcourse cost of sales is an issue, and Erick will be the first person to point out that out.”

Unexpectedly, Erick turned and handed Myla the menu and said. Here is the menu Robert is talking about. What do you think? Myla responded, “I don’t see the Cool Breeze identity in the menu. Something else I notice is that it’s not easy to read the print font sizes”. To his credit, Robert realized some of the errors that had been made. “Yes, you’re right. The first version is kind of faulty. The process really has to be corrected.”

(Source: Clement Ojugo, Practical Food & Beverage Cost Control)

- a) “It hasn’t happened since I have been here, which is a little over two years”. Explain the problem that the restaurant could be facing as a result of this statement from the menu **[10 marks]**
- b) What factors will the team bear in mind when reviewing the menu? **[10 marks]**
- c) Advice the team on the design of the menu as it has been cited as faulty **[10 marks]**
- d) Explain any **FIVE** faults with the current menu of Cool Breeze restaurant **[10 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Discuss how menu engineering techniques improve pricing decisions [10 marks]
- b) “Menu planners are faced with several challenges”. Discuss [10 marks]

Question Three

- a) From the information in the table below calculate the cost price of the hollandaise Sauce per portion. [10 marks]

QUANTITY	INGREDIENTS	4 Portions	Purchase price
½ dl.	Vinegar		500ml@ Ksh.65
½ dl.	White wine		750ml@Ksh. 1,050
10gms	White pepper-corn		100gms@Ksh100
250 gr.	Onion		1kg@Ksh50
3	Egg yolks		1crate@Ksh300
250 gr.	Butter (unsalted)		1kg@Ksh300
6 gr.	Salt		1kg@Ksh30
1 gr.	Cayenne pepper		100gms@Ksh140
1/4kg	Lemon Juice		1kg@Ksh50

- b) If the labour cost, overhead cost and profit margin is 40% of the cost price, what will be the selling price? [10 marks]

Question Four

- a) Evaluate the marketing mix that you would use to market a dinner menu in a five star rated hotel. [10 marks]
- b) From the table below, what is the danger of designing menu solely on lowest overall food cost percentage? [10 marks]

	Rice Pilaff		Deep fried whole fish	
Price	Ksh. 1,295	100.0%	Ksh.1995	100.0%
Food cost	Ksh. 324	25.0%	Ksh.798	40.0%
Labour cost	Ksh.300	23.2%	Ksh300	15.0%
Prime cost	Ksh624	48.2%	Ksh1098	55.0%
Gross Profit	Ksh671	51.8%	Ksh897	45.0%

Question Five

- a) Using profit pricing calculate the profit requirement of a menu given that allowable food cost is Ksh.100,000, forecasted food sales Ksh. 350,000 and non-food expenses is Ksh. 169,000 **[5 marks]**
- b) From the figures in b above calculate the budgeted food forecast % **[5 marks]**
- c) “Menu is the foundation of food and beverage control”. With an aid of a diagram substantiate this statement. **[10 marks]**