



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF TECHNOLOGY IN HOTEL & HOSPITALITY MANAGEMENT

**BHH 4205: MENU PLANNING & COSTING**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

*This paper consists of Two printed pages*

---

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define the following terms:
- i) Gross Profit Margin
  - ii) Labour costs
  - iii) Gross profit ratio
  - iv) Food cost **(10 marks)**
- b) Discuss the factors that influence menu planning strategies. **(10 marks)**
- c) Explain the principles of menu evaluation. **(10 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

Explain the importance of facility layout, design and equipment in menu design. **(20 marks)**

**QUESTION 3**

Discuss the benefits of food cost to a food and beverage outlet. **(20 marks)**

**QUESTION 4**

Describe menu styles. **(20 marks)**