



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)**