



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHH 4207: MENU PLANNING AND COSTING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

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) What do you understand by the term “meal experience”, briefly explain how a caterer would create the best meal experience in an establishment. **(12 marks)**
- b) Design a simple table d’hôtel menu suitable for a new restaurant looking to make an impact on the market. The menu should offer **THREE** courses from a choice of three dishes per course. Include a refreshing beverage. **(15 marks)**
- c) Cost one of the desserts. **(3 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain using a relevant example what you understand by the term “Standard yield”. Discuss **FIVE** of its advantages to the food and beverage establishment. **(15 marks)**
- b) Discuss one major change in consumer trends in the food and beverage industry in the past decade. **(5 marks)**

QUESTION 3

Explain the term “Standard recipe”. Discuss **FIVE** advantages of its use by a food and beverage establishment. **(20 marks)**

QUESTION 4

Define menu engineering. How can a Food and Beverage Manager use this knowledge in order to maximize business potential? **(20 marks)**

QUESTION 5

What is menu merchandizing. Discuss **FIVE** methods that a Food and Beverage Manager can use to effectively merchandise the menu. **(20 marks)**