

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
CERTIFICATE IN HOSPITALITY AND TOURISM MANAGEMENT**

CHTM 00301: MENU KNOWLEDGE AND FOOD SELECTION

STREAMS: CHTM YISI

TIME: 2 HOURS

DAY/DATE: MONDAY 05/08/2019

2.30 PM – 4.30 PM

INSTRUCTIONS:

- **Answer ALL the questions in Section A and any Two in Section B**
- **Do not write anything on this question paper**

1. Define the following terms as used in hotel industry. [4 marks]
 - (i) Menu
 - (ii) Cuisine
 - (iii) Course
 - (iv) Recipe
2. Outline four importance of a menu in a hotel. [4 marks]
3. Briefly explain 6 control points of operation a menu contributes to. [6 marks]
4. Briefly explain five factors to consider in setting a menu Selling price. [5 marks]
5. State and explain advantages and disadvantages of two frequently used menus in a restaurant. [6 marks]
6. Explain five consumer characteristic factors that affect menu planning. [5 marks]

SECTION B (40 MARKS)

7. (a) Food commodities can be classified into two broad categories. With examples discuss each classification. [8 marks]

- (b) Discuss standardized recipe in terms of definition, structure, functions and their limitations in food production. [12 marks]
8. Planning and services of meals is done in courses. Discuss the main components of a French classical menu as the items appear in courses. [20 marks]
9. (a) The appearance of a menu is very significant to success of food and beverage industry. Discuss consideration made to enhance menu design. [8 marks]
- (b) Develop a three-course menu of your choice, cost and price using mark-up pricing method. [12 marks]
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