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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
YEAR ONE, SEMESTER TWO & YEAR TWO SEMESTER ONE EXAMINATION
FOR THE BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT
KHM 2203- MENU PLANNING AND COSTING

Date: 10th December 2024

Time: 8.30am-11.30pm

INSTRUCTIONS TO CANDIDATES:

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Case Study: Unacceptable menu Chef Musonye's first assignment as a new employee required him to plan menus for a total of 450 guests, 200 of them having been forecasted to turn-up as walk-in guests with the other 250 having booked for conference facilities as a group. The food was produced as he had planned and he was so eager for a positive feedback from the prospective customers that he availed himself in the restaurant during lunch service. At the initial stage of service, a five-year-old child seated with her parents in the centermost position of the main restaurant cried out in a shrill voice attracting the attention of all guests in the restaurant. When the restaurant supervisor followed up on the incidence, he realized that the food served to the child from the supposedly children's menu appeared too oily and was over spiced, with hot pepper giving it a dominant aroma and a burning flavor. It had also been served in large quantity and had a combination of multi-coloured, sautéed ingredients derived from what Chef Musonye had communicated as Hungarian cookery.

Coincidentally, the guests attending the conference in the hotel had raised several related complaints ten minutes before this incidence. The first complaint had been on the service of a main dish, which had not been enough for the group, and which consisted of extremely sweetened pork served with savory accompaniments. Some of the guests in the group, in reference to their cultural and religious backgrounds, perceived pork-eating as a taboo. The group's host demanded to know from the restaurant supervisor the origin of the recipes used and why the chef in-charge had decided to change the menu they had agreed upon in their previous meeting. On realizing that the situation was getting out of hand, Chef Musonye, who had partially been hiding on one corner of the restaurant, rushed to the kitchen, gave one of the chefs another recipe and ordered him to fix a quick meal for the group. This only worked well in escalating the problem. The bitter ballen (a

deep fried meat ball type that the chef prepared) tasted more like tuna than beef. To top it all off, the Patagonian calamari served with the meat balls was sandy, and much to the guests' astonishment, had what looked like a piece of a plastic straw. When the waiter was questioned about it, he was confused and took one of the guest's plates to the kitchen to enquire about it. The restaurant supervisor then returned with this piece of plastic on a plate and explained to the guest that it was in fact the spine of the squid which is edible. The guest later found out, through internet in his mobile phone, that this plastic, known as quill, is a translucent gladius of the squid which needs to be removed when preparing the squid, and is 100% not edible. The guest then went back to the restaurant to confront the restaurant supervisor with this information, who stuck by his story and told him that he had in fact on many occasions eaten it. This was the final straw for the guests; they all left the restaurant vowing never to return.

1. [a] In reference to the above case, answer questions below

[i] Does this restaurant have menu planning problems? Discuss your answer. [4 Marks]

[ii] Explain four ways on how the customers could have contributed to the improvement of the menu quality in the above restaurant [4 Marks]

b) Examine **three** factors that may hinder a menu planner from portraying the desirable attributes expected of him when planning a menu. [6 Marks]

[c] Identify the challenges associated with the following in menu planning and costing:

[i] Staff skills in food production [2 Marks]

[ii] Keeping up with food trends in the market [2 Marks]

[iii] Reducing menu costs [2 Marks]

[iv] Seasonality of ingredients [2 Marks]

[d] Evaluate four points to consider during menu planning in relation to consumer preference [8 Marks]

QUESTION TWO (20 MARKS)

[a] A well designed menu is a marketing tool for any hospitality operation. No matter how a well a menu is planned and designed, there are a number of challenges that such menu may face. Explain **Two** challenges [2 Marks]

[b] Outline five common menu design mistakes experienced in modern restaurants [10 marks]

[c] Draft a three course table d' hote menu with a choice in each course for guest from the coastal region of Kenya attending a conference in Nairobi [8 Marks]

QUESTION THREE(20 MARKS)

- [a] The cost of food in a operational restaurant was ksh. 10,000 and the operations runs at 100%. Food cost is calculated at 30%. And selling price is 70%. Calculate the selling price [5 Marks]
- [b] Calculate the gross profit obtained from the sale of the food [5 Marks]
- [c] Express the gross profit as a percentage of sales [5 Marks]
- [d] Describe how the principles of Menu engineering can be applied in a hospitality operation [5 Marks]

QUESTION FOUR (20 MARKS)

- [a] Describe **Three** factors that need to be considered in a menu copy [6 Marks]
- [b] menu structure Plays an important role in marketing a hospitality operation. Discuss four considerations when structuring a menu [8 Marks]
- [c] Explain Three ways how a customer could contribute to the improvement of the menu quality in a restaurant [6 Marks]

QUESTION FIVE (20 MARKS)

- [a] Explain how the following should be done during the process of menu planning and costing:
- i. Emphasizing menu items [2 Marks]
 - ii. Conducting a yield test [2 Marks]
 - iii. Adding contrast in a menu [2 Marks]
 - iv. Menu merchandising [2 Marks]
 - v. Menu forecasting [2 Marks]
- [b] Analyze **FIVE** internal challenges associated with menu planning. [10 Marks]