



AJEENKYA

D Y PATIL UNIVERSITY

End Term Exam (December 2019)

School: Hotel Management

Program: B.Sc CA

Course: Menu Engineering

Course Code: HOM207

Semester: V

Max Marks: 50

Duration (mins): 120

Answer any 6 (Max 7 Marks for Each Correct Answer)

1. What is the difference between Gross Profit and Net Profit
2. How do you calculate Food Cost
3. Make a menu for Fast Food Restaurant (Burger or Chicken Concept like McDonald's or KFC)
4. What are the factors to be considered while planning a menu
5. Draw Take out menu Layout of a Fast casual Restaurant (Front and Back)
6. What is the difference between Stars and Puzzles on your menu
7. What are Dogs. What do you need to do when you have too many Dogs on the menu
8. Write Marketing plan for your restaurant.
9. What is ethnic food when you serve food in Europe or USA

State True or False, Answer Any 4 (Max 2 Mark for each Correct answer)

1. Plow Horses are low profitability and Popularity
2. Menu Consists list of Food or Beverage items along with price and Sometimes calorie content of a particular food item
3. Demographic analysis is not required while planning a menu
4. Food cost should be around 30%

*******ALL THE BEST*******