UNIVERSITI UTARA MALAYSIA
PEPERIKSAAN AKHIR SEMESTER KEDUA SESI 2008/2009
FINAL EXAMINATION SECOND SEMESTER SESSION 2008/2009

KOD / NAMA KURSUS : HOP 3023 – PENGURUSAN RESTORAN / RESTAURANT MANAGEMENT
CODE / COURSE
TARIKH : 26 April 2009
DATE
MASA : 8.30 a.m – 11.00 a.m (2 ½ JAM / HOURS)
TIME
TEMPAT : DSB K.T/WD
VENUE

ARAHAN :
1. Buku soalan ini mengandungi ENAM BELAS (16) soalan di dalam TIGA (3) halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab SEMUA soalan di dalam kertas jawapan yang disediakan.

INSTRUCTION :
1. This book script contains SIXTEEN (16) questions in THREE (3) printed pages excluding the cover page.
2. Answer ALL questions in the answer sheet provided.

NO. MATRIK :
MATRIC NO. ( dengan perkataan/in words )
(dengan angka/in numbers)

NO. KAD PENGENALAN :
IDENTIFICATION NO.
PENSYARAH : MUHAMAD NIZAM SAADIN
LECTURER
KUMPULAN : □ NOMBOR MEJA
GROUP
TABLE NO.
Answer ALL questions.

1. Explain the **FIVE (5)** success factors in the restaurant management.  
   
   (15 marks)

2. Describe mission statement and what are the elements that should be included in the mission statement.  
   
   (5 marks)

3. In the traditional research of market trends, there are four types of customer trends that will be the key in shaping restaurant industry over the next 10 years. Explain in detail these **FOUR (4)** customer trends.  
   
   (12 marks)

4. What is the relationship between the logo and the restaurant concept?  
   
   (2 marks)

5. Explain why the restaurant use upholstered soft seating in a quick-service restaurant.  
   
   (2 marks)

6. List **EIGHT (8)** responsibilities of executive chef in the modern kitchen brigade.  
   
   (8 marks)

7. a. Explain the differences between macronutrient and micronutrient.  
   
   (6 marks)

   b. List **TWO (2)** categories of macronutrient.  
   
   (2 marks)
8. Describe THREE (3) types of pricing philosophy.  

(9 marks)

9. Illustrate an example of the a-la-carte menu.  

(2 marks)

10. Identify the major dissimilarity in French Service compared with other types of service.  

(2 marks)

11. a. List EIGHT (8) steps in the purchasing process. 

(8 marks)

b. What is an invoice?  

(2 marks)

12. What are the FIVE (5) basics considerations that the manager should consider in the selection of kitchen equipments?  

(5 marks)

13. a. The temperature between 41°F to 140°F is called a Danger Zone for keeping food items. Why?  

(2 marks)

b. Define chemical contamination and explain how it can contaminate the food?  

(4 marks)
14. Identify the major reason of why many companies like to hire part-timers in their organization? (2 marks)

15. Provide the purpose of a needs assessment in developing the training program. (2 marks)

16. Explain FOUR (4) functions of the inventories control from the product management systems. (8 marks)