

TRUE/FALSE

1. The menu is the primary food service sales tool.

ANS: T PTS: 1 DIF: Easy

2. A menu should be laid out to flow in the same order as the items are served in a meal.

ANS: T PTS: 1 DIF: Easy

3. Specials should generally be priced at lower-than-average contribution margins to ensure that they will sell.

ANS: F PTS: 1 DIF: Easy

4. Menu engineering should be used to help determine the placement of items on the menu.

ANS: F PTS: 2 DIF: Average

5. One advantage of a well-designed menu is that it eliminates the need to train the waitstaff regarding sales techniques.

ANS: F PTS: 1 DIF: Easy

6. In maintaining minimum standards, the customers' perceptions are of primary importance.

ANS: T PTS: 1 DIF: Easy

7. Your menu doesn't have anything to do with your operational manner and processes of daily functioning.

ANS: F PTS: 2 DIF: Average

8. One disadvantage of a combination menu is that it offers little opportunity for use of excess production.

ANS: F PTS: 3 DIF: Challenging

9. One advantage of a daily menu is that it allows the manager to take advantage of special buys and to offer them as daily specials to the customer.

ANS: T PTS: 1 DIF: Easy

10. Menu cost and menu price are the same thing.

ANS: F PTS: 1 DIF: Average

MULTIPLE CHOICE

1. In designing a menu, which of the following should be considered?

- a. Customers
- b. Product availability
- c. Skill level of staff
- d. Kitchen design
- e. All answers are correct

ANS: E

All answers are correct

PTS: 2 DIF: Average

2. What is a good way to research your customers' preferences?
- a. Look them up on the Internet
 - b. Guess what their preferences will be
 - c. Conduct a market survey of past, present, and potential customers
 - d. Ask your competition what their customers' preferences are

ANS: C

Conduct a market survey of past, present, and potential customers

PTS: 1 DIF: Easy

3. Which of the following elements must menu planning include?
- a. Printing the menus from a template
 - b. Consulting with your competition
 - c. Training your vendors to bring the right ingredients
 - d. Considering menu type, menu nutrition, menu design

ANS: D

Considering menu type, menu nutrition, menu design

PTS: 1 DIF: Easy

4. How can you accurately calculate the menu cost of an item on your menu?
- a. Using your menu recipes and the cost and amount of each ingredient
 - b. Remembering the cost of similar items at other restaurants where you've worked
 - c. Asking your vendors for their opinion of what it should cost
 - d. You cannot calculate menu costs because your vendors might change

ANS: A

Using your menu recipes and the cost and amount of each ingredient

PTS: 1 DIF: Easy

5. Let's say your menu offers free-range chicken and organic beef entrée items on the menu. The vendor couldn't bring either this week. What can you do?
- a. Substitute more economical chicken and beef products
 - b. Substitute more expensive chicken and beef products
 - c. Inform guests and allow them to decide whether they still want the item
 - d. Remind guests that free range and organic meats are healthier

ANS: C

Inform guests and allow them to decide whether they still want the item

PTS: 3 DIF: Challenging

6. Waitstaff can increase sales by which of the following means?
- a. Presenting the specials using appetizing language
 - b. Offering wine pairings to go with the entrées
 - c. Making their offers to the customers at the appropriate times during the meal
 - d. All answers are correct

ANS: D

All answers are correct

PTS: 1 DIF: Easy

7. Waitstaff can also benefit *directly* from increased sales. Why is that?
- a. Good salespeople can work in any industry
 - b. When sales increase, tips generally increase as well
 - c. Customers are more content when they have wine and dessert
 - d. Waitstaff enjoy additional training

ANS: B

When sales increase, tips generally increase as well

PTS: 2 DIF: Average

8. Which of these is an advantage to using a standard menu?
- a. Standard menus allow for great flexibility from day to day
 - b. You don't need to select items for a standard menu, because these are created by a franchise owner
 - c. Because menu items remain the same, future sales are easier to predict
 - d. Such a menu offers suggestions to your guests, so your servers don't have to do so

ANS: C

Because menu items remain the same, future sales are easier to predict

PTS: 2 DIF: Average

9. When you barter goods and/or services, how are these accounted for in your sales?
- a. Barter transactions should be accounted for at fair market value
 - b. Barter transactions are inherently illegal
 - c. Barter transactions cost you less, so you should account for them at cost
 - d. Barter transactions need not be accounted for, because no money changes hands

ANS: A

Barter transactions should be accounted for at fair market value

PTS: 3 DIF: Challenging

10. If your restaurant is very expensive and upscale, your menu must:
- a. Feature organic and vegetarian items
 - b. Include a long wine list
 - c. Spell out dollar amounts instead of using numerals and dollar signs
 - d. Match your image

ANS: D

Match your image

PTS: 1

DIF: Easy

SHORT ANSWER

1. Why do restaurants conduct market surveys?

ANS:

Restaurants conduct market surveys to find out customers' preferences.

PTS: 1

DIF: Easy

2. What is indirect competition?

ANS:

Restaurants that do not share your cuisine but do share your customer base are called your indirect competition.

PTS: 1

DIF: Easy

3. Define a standard menu.

ANS:

A menu that stays the same each day is called a standard menu.

PTS: 1

DIF: Easy

4. Define combination menu.

ANS:

A menu that has some items that stay the same each day, and others that vary from day to day, is called a combination menu.

PTS: 1

DIF: Easy

5. What is the name of the menu that is common in schools and hospitals?

ANS:

The type of menu that is common in schools, institutions, and hospitals is called a circle menu.

PTS: 1

DIF: Easy

6. What does menu nutrition mean?

ANS:

Menu nutrition means the qualities of the food items in terms of nutrients, calories, and other related qualities.

PTS: 1

DIF: Easy

7. What is menu design?

ANS:

The art of laying out the menu so that the customer's eyes are directed to items you wish to sell is called menu design.

PTS: 1 DIF: Easy

8. How do you derive menu mix percentage?

ANS:

The number of an item (like roast beef sandwiches) sold, divided by the number of all items (like all entrée sandwiches) sold, is called the menu mix percentage.

PTS: 1 DIF: Easy

9. Customers might still return even if they perceive your restaurant as too expensive. If they perceive your restaurant as unclean, will they return?

ANS:

No

PTS: 1 DIF: Easy

10. What is barter?

ANS:

Bartering is defined as trading goods and services without the exchange of money.

PTS: 1 DIF: Easy