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What, typically, is the strongest usability metric of menus interaction style?

Learnability is typically the strongest usability metric of menus interaction style because menus are focused on allowing users recognize options that will help them to perform a given task.

What is the cognitive rationale behind why the menus interaction style tends to excel at the above usability metric?

The cognitive rationale behind why the menus interaction style tends to excel learnability is because menus rely on recognition instead of recall to make the manipulation of the menu more intuitive for the user. This allows the user to navigate easily through the menu to perform a given task because the interface objects fit the domain objects of which the user is aware.

What , typically, is the weakest usability metric of menus interaction style, and why?

Memorability, is the weakest usability metric of menus. Menus are meant to have distinctive and clare objects that can be recognize easily. This takes care of the time a user will take to perform a task without relying on memory.

Name a feature that can be included in a menu that addresses this metric.

Skeuomorphic icons could be a feature that when included on a menu will address the deficiency of the menus memorability. This will provide the menu with an efficient distinction of its options that will fit the users real world task, and assist him when using the menu.