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**KOLEJ YAYASAN PELAJARAN JOHOR  
ONLINE FINAL EXAMINATION**

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**COURSE NAME : PRODUCT MANAGEMENT**  
**COURSE CODE : DSM 2103**  
**EXAMINATION : DECEMBER 2021**  
**DURATION : 3 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of ONE (1) part. PART A (100 Marks)
2. Please refer to the detailed instruction in this question paper.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
4. Write your details as follows in the upper left corner for each answer sheet
  - i. Student Full Name
  - ii. Identification Card (I/C) No.
  - iii. Class Section
  - iv. Course Code
  - v. Course Name
  - vi. Lecturer Name
5. Each answer sheet must have a page number written at the bottom right corner.
6. Answers should be **neat and clear in handwritten form**.

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**DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO**

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*THIS EXAMINATION PAPER CONSISTS OF 4 PRINTED PAGES INCLUDING FRONT PAGE*

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**PART A**

This part consists of **EIGHT (8)** question.

Answer **ALL** question in the answer sheet.

**QUESTION 1**

a. List **four (4)** elements that consists in outbound product management. (4 marks)

b. Explain **three (3)** roles of product management. (6 marks)

**QUESTION 2**

a. Explain the **three (3)** categories of consumer products. (6 marks)

- i. Convenience goods
- ii. Shopping goods
- iii. Specialty goods

b. Ahmad was laid off from her company due to pandemic Covid-19. He plans to venture into food-based business. As a business consultant, advise Ahmad on new product categories that Ahmad needs to consider before opening his business. (12 marks)

**QUESTION 3**

Explain **five (5)** types of differentiation strategies to compete with competitors in the market. (10 marks)

**QUESTION 4**

Muhaimin is a Product Manager at Farm Fresh which is a well-known milk producer in Malaysia. The company plans to lengthen their existing product line. The purpose is to generate higher profits for the company.

- a. As a Product Manager, you are asked to develop a product length strategy to lengthen the company product.

(10 marks)

- b. You are also asked to explain to top management what is the important of product portfolio in business.

(10 marks)

**QUESTION 5**

Mr. Hamidi graduated from Universiti Putra Malaysia in the field of business management. He wants to open a manufacturing industry that produces palm oil - based like bath soap, washing soap and dishwasher in Kulai, Johor.

- a. Advise Mr. Hamidi on types of discounts that Mr. Hamidi can apply in his business in order to compete with competitors in market.

(12 marks)

- b. Explain **two (2)** strategies of price setting for the new product.

(6 marks)

**QUESTION 6**

Farhah is a new entrepreneur that produces liquid laundry soap. She chooses to give the brand name Do'Zee to her laundry soap. Explain to Farhah who are the category that can get the benefits from the branding of her product.

(9 marks)

**QUESTION 7**

Marina intends to expand her business to a higher level which is the international market. What are the packaging factors that need to be considered by the Marina to market her products internationally?

(8 marks)

**QUESTION 8**

Explain **two (2)** types of inventory model that widely used in business.

(7 marks)

**[100 MARKS]**

**END OF QUESTION PAPER**