



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : PRODUCT MANAGEMENT
COURSE CODE : DSM 2103
EXAMINATION : DECEMBER 2022
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **ONE (1)** part: PART A (100 Marks)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator. The formula was attached at the back question paper.
3. Please check to make sure that this examination pack consists of:
 - i. Question Paper.
 - ii. Answering Booklet

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

*This examination paper consists of **6** printed pages including front page*

PART A

This part contains of **EIGHT (8)** questions. Answer in the Answering Booklet.

QUESTION 1

a. What exactly is a product manager?

(1 mark)

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

(9 marks)

QUESTION 2

a. Explain **five (5)** levels of products.

(10 marks)

- b. Akar Unggul Sdn. Bhd. is a company that produces spices under the brand of "Truly Rempah". Table 1 explains about the profit for Akar Unggul Sdn. Bhd. from month of January until August 2022

Month	Profit (RM)
January	- 50 000
February	- 35 000
March	- 25 000
April	- 15 000
May	15 000
June	25 000
July	35 000
August	50 000

Table 1

From Table 1, determine the stage of Akar Unggul Sdn. Bhd. in the Product Life Cycle and suggest the marketing mix strategy at this stage that can be used by Akar Unggul Sdn. Bhd.

(8 marks)

QUESTION 3

Explain **five (5)** aspects that a marketer can use to differentiate their selling product from their competitors. Provide an example for each.

(10 marks)

QUESTION 4

Zamri would like to become a distributor for Jalen Sdn. Bhd. products. Zamri emailed Jalen Sdn. Bhd. last week to inquire about the products that the company could offer. Figure 1 shows the feedback email sent by Jalen Sdn. Bhd.

Hi, Mr. Zamri.

My name is Akhbar. According to your email that I received last week, I really appreciate your interest to be our products distributor. Here I include a list of products that our company offer for your reference.

Please refer to the table below.

Product Category	Product Line Item
Sauce	Chilli Sauce
	Chilli Garlic Sauce
	Oyster Flavoured Sauce
	Oyster Sauce
Spices	Beef Curry
	Fish Curry
	Mutton Kurma
	Chicken Kurma

I hope the information above will be benefits to you. I'm really happy to received your feedback soon.

Thank you.

Figure 1

- a. Based on the information given above, create a flow chart that illustrates the 'product width', 'product length' and 'product depth' that Farm Fresh offered.
(10 marks)
- b. Calculate the number of 'product width', 'product length', product depth' and determine the 'product consistency' of Jalen Sdn. Bhd.
(10 marks)

QUESTION 5

- a. Faiz is a new entrepreneur who sells frozen curry puffs. Faiz has already determined the cost-plus pricing method for his product. However, he is still confused to find the breakeven point for the sale of his product. Using the information given in Figure 2 below, help Faiz to calculate the breakeven point for his product.

- | | | |
|------|----------------------------|-------------|
| i. | Selling price for one unit | = RM 7.50 |
| ii. | Variable cost for one unit | = RM 2.50 |
| iii. | Fix cost | = RM 50 000 |

Figure 2

(10 marks)

- b. Explain **four (4)** sources to gather the problem in the process to find and solve customer problems.
(8 marks)

QUESTION 6

Abu, Siva and Tan are close friends. They are entrepreneurs who produce different types of products. Even though he has a good brand name, Abu told Siva and Tan that his business is not doing well. Provide **three (3)** suggestions for Abu to develop his brand name to make sure that his business improves again. Provide an example for each suggestion given.

(9 marks)

QUESTION 7

Zamani wants to expand his product into the international market. He has an issue on deciding how the product should be packaged. Using your knowledge, recommend to Zamani **four (4)** factors to consider when designing packaging for an international market.

(8 marks)

QUESTION 8

Inventory is the term for the goods available for sale and raw materials used to produce goods available for sale. Explain **three (3)** types of inventories.

(7 marks)

[100 MARKS]

END OF QUESTION PAPER