



**KOLEJ YAYASAN PELAJARAN JOHOR
ONLINE FINAL EXAMINATION**

COURSE NAME : PRODUCT MANAGEMENT
COURSE CODE : DSM 2103
EXAMINATION : NOVEMBER 2020
DURATION : 6 HOURS

**INSTRUCTION TO CANDIDATES /
ARAHAN KEPADA CALON**

1. This examination paper consists of **ONE (1)** part : / PART A (100 Marks) /
*Kertas soalan ini mengandungi **SATU (1)** bahagian:* BAHAGIAN A (100 Markah)
2. Students are allowed to refer to resources such as lecture notes, books, internet or any other relevant resources. /
Pelajar dibenarkan merujuk kepada sumber seperti nota kuliah, buku, internet atau mana - mana sumber yang berkaitan.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer). /
*Jawab **SEMUA** soalan di dalam kertas jawapan iaitu kertas bersaiz A4 (atau lain-lain kertas dengan persetujuan pensyarah berkaitan).*
4. Write your details as follows in the upper left corner for each answer sheet: /
Tulis butiran anda sepertimana berikut di penjuru atas kiri bagi setiap kertas jawapan:
 - i. Student Full Name / *Nama Penuh Pelajar*
 - ii. Identification Card (I/C) No. / *No. Kad Pengenalan*
 - iii. Class Section / *Seksyen Kelas*
 - iv. Course Code / *Kod Kursus*
 - v. Course Name / *Nama Kursus*
 - vi. Lecturer Name / *Nama Pensyarah*
5. Each answer sheet must have a page number written at the bottom right corner. /
Setiap helai kertas jawapan mesti ditulis nombor muka surat di penjuru bawah kanan.
6. Answers should be handwritten, neat and clear. /
Jawapan hendaklah ditulis tangan, kemas dan jelas.

**DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO /
JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERITAHU**

This examination paper consists of **8** printed pages including front page
*Kertas soalan ini mengandungi **8** muka surat termasuk kulit hadapan*

This part contains of **EIGHT (8)** questions. Answer **ALL** question in the answer sheet.

*Bahagian ini mempunyai **LAPAN (8)** soalan. Jawab **SEMUA** soalan di dalam kertas jawapan.*

QUESTION 1/ SOALAN 1

List down **four (4)** roles of product manager.

(4 marks/markah)

*Senaraikan **empat (4)** peranan pengurus produk.*

QUESTION 2/ SOALAN 2

Explain the content that should be included in the product protocol.

(10 marks/markah)

Terangkan isi kandungan yang perlu dimasukkan dalam protokol produk.

QUESTION 3 / SOALAN 3

Explain **five (5)** characteristics that need to be considered in the selection of the brand name. Support your answer with appropriate example.

(10 marks/markah)

*Terangkan **lima (5)** ciri yang perlu diambil kira dalam pemilihan nama jenama. Sokong jawapan anda dengan contoh yang sesuai.*

QUESTION 4/ SOALAN 4

Explain **six (6)** functions of packaging.

(12 marks/markah)

Terangkan enam (6) fungsi pembungkusan.

QUESTION 5/ SOALAN 5

Explain **three (3)** main types of inventory. Give an appropriate example for those types of inventory.

(12 marks/markah)

Terangkan tiga (3) jenis inventori yang utama. Berikan contoh yang sesuai bagi setiap jenis inventori tersebut.

QUESTION 6/ SOALAN 6

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. The company's hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, the Apple TV digital media player, the AirPods wireless earbuds and the HomePod smart speaker. Below are examples of products manufactured by Apple Inc.

iPhone Smartphone	iPhone 11 - iPhone 11, iPhone 11 Pro iPhone x - iPhone XS, iPhone XR
Mac Personal Computer	MacBook Pro - MacBook Pro 13 inch, MacBook Pro 16 inch iMac - iMac 21.5 inch, iMac Pro

Table 1

a) Based on the product list in table 1, come up with a flow chart that describes the product width', 'product length' and 'product depth' for Apple Inc.

(10 marks/*markah*)

b) Calculate the number of 'product width', 'product length', product depth' and determine the 'product consistency' of Apple Inc.

(10 marks/*markah*)

Apple Inc. adalah syarikat teknologi multinasional Amerika yang beribu pejabat di Cupertino, California, yang merancang, membangun, dan menjual elektronik pengguna, perisian komputer, dan perkhidmatan dalam talian. Produk perkakasan syarikat termasuk telefon pintar iPhone, komputer tablet iPad, komputer peribadi Mac, pemain media mudah alih iPod, smartwatch Apple Watch, pemain media digital Apple TV, earbud tanpa wayar AirPods dan penceramah pintar HomePod. Berikut ialah contoh produk yang dikeluarkan oleh Apple Inc.

<i>Telefon pintar iPhone</i>	<i>iPhone 11 - iPhone 11, iPhone 11 Pro iPhone x - iPhone XS, iPhone XR</i>
<i>Komputer peribadi Mac</i>	<i>MacBook Pro - MacBook Pro 13 inch, MacBook Pro 16 inch iMac - iMac 21.5 inch, iMac Pro</i>

Jadual 1

- a) *Berdasarkan senarai produk dalam jadual 1 di bawah, hasilkan satu carta aliran yang dapat menggambarkan 'kelebaran produk', 'kepanjangan produk' serta 'kedalaman produk' bagi syarikat Apple Inc.*
- b) *Kirakan jumlah 'kelebaran produk', 'kepanjangan produk' serta 'kedalaman produk' bagi syarikat Apple Inc serta tentukan konsistensi produk bagi produk Apple Inc. yang dinyatakan.*

QUESTION 7/ SOALAN 7

Assume that you want to produce a smart phone product. Based on your knowledge on the product differentiation strategy, suggest **six (6)** suitable strategies that can be used to distinguish your mobile phone product from other competitors in the market.

(12 marks/*markah*)

*Andaikan bahawa anda ingin mengeluarkan sebuah produk telefon pintar. Berdasarkan pengetahuan anda dalam strategi pembezaan produk, cadangkan **enam (6)** strategi yang boleh digunakan untuk membezakan produk telefon bimbit anda dengan pesaing lain di pasaran.*

QUESTION 8/ SOALAN 8

You are the product manager in a firm that manufactured and markets dairy products such as fresh milk, butter, cheese and many more. Your products are already 5 years in the market. The Annual sales and profits for this period are presented in the following table 2.

- a) Based on the situation given in table 2, identify the stage of your company products in the product life cycle. What are the characteristics of this stage in the product life cycle and what should you do at this stage of the product life cycle?

(10 marks/*markah*)

- b) Suggest the appropriate marketing mix strategies that can be use at the identified stage of product life cycle.

(10 marks/*markah*)

Period	Sales	Profit
Year 1	RM1 000 000	RM 800 000
Year 2	RM 700 000	RM 500 000
Year 3	RM 400 000	RM 150 000
Year 4	RM 100 000	RM 80 000
Year 5	RM 70 000	RM 30 000

Table 2

Anda seorang pengurus produk di sebuah syarikat yang memproduksi dan memasarkan produk tenusu seperti susu segar, mentega, keju dan banyak lagi. Produk anda sudah berada kira-kira 5 tahun di pasaran. Jualan tahunan dan keuntungan untuk tempoh ini dibentangkan dalam jadual 2 berikut.

- a) *Berdasarkan situasi yang diberikan dalam jadual 2, kenal pasti tahap produk syarikat anda dalam kitaran hayat produk. Apakah ciri-ciri tahap kitaran hayat produk pada peringkat tersebut dan apakah tindakan yang perlu dilakukan pada tahap kitaran hayat ini?*

b) Cadangkan strategi campuran pemasaran yang sesuai dilakukan terhadap produk anda pada peringkat kitaran hayat produk yang telah dikenal pasti.

Tempoh	Jualan	Keuntungan
<i>Tahun 1</i>	<i>RM1 000 000</i>	<i>RM 800 000</i>
<i>Tahun 2</i>	<i>RM 700 000</i>	<i>RM 500 000</i>
<i>Tahun 3</i>	<i>RM 400 000</i>	<i>RM 150 000</i>
<i>Tahun 4</i>	<i>RM 100 000</i>	<i>RM 80 000</i>
<i>Tahun 5</i>	<i>RM 70 000</i>	<i>RM 30 000</i>

Jadual 2

END OF QUESTION PAPER/ KERTAS SOALAN TAMAT