



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : PRODUCT MANAGEMENT
COURSE CODE : DSM2103
EXAMINATION : JUNE 2023
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **TWO (2)** parts: PART A (60 Marks)
PART B (40 Marks)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
3. Please check to make sure that this examination pack consist of:
 - i. The Question Paper
 - ii. An Objective Answer Paper
 - iii. An Answering Booklet

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This examination paper consists of 12 printed pages including front page



PART A

This part consists of **THIRTY (30)** questions.
Answer ALL in Objective Answer Paper.

1. What is Product Management to do with?
 - A Business.
 - B Customer.
 - C Technology.
 - D All of the above.

2. The product manager is most often associated with
 - A sell the product.
 - B manufacture the product.
 - C perform all outbound marketing activities related to the product release.
 - D the size of packaging is important in designing the product packaging at organization.

3. Inbound product management involved with
 - A branding.
 - B messaging.
 - C market research.
 - D product launching.

4. All of the following statement is/are true about the components of Product Management **except**
 - A customer.
 - B competitor.
 - C micro environment.
 - D macro environment.

5. Which one is **correct** about the differences between products and services?
- A Products are intangible but services are tangible.
 - B Products cannot be quantified but services can be quantified.
 - C Quality of the product cannot be compared but services can be compared.
 - D Easier to return a product to the seller if the customer is not satisfied about it however service cannot be returned.

6.

A product is like an 'onion' with several layers and each layer contributes to the total product image

Statement 1

The above statement refers to?

- A Product.
 - B Services.
 - C Product image.
 - D Levels of product.
7. A customer name Maria is buying a MPV from Toyota. She is not only buying the MPV for herself, but she is buying a transport that help to move from one place and taking to another, for her family. Which product level can associate with above statement?
- A Generic product.
 - B Expected product.
 - C Augmented product.
 - D Core benefit/product.
8. Hani's parents go to Hero Market twice a month to shopping their groceries for their big family. What kind of product classification that the groceries belong to?
- A Industrial products.
 - B Consumer products.
 - C Product classification.
 - D Durability and tangibility.

9. Product differentiation is most associated with
- A to distinguish their product from another similar products in the market.
 - B to ensure customer can accept the product.
 - C to promotes the product in media social.
 - D to gains market share.
10. Jep & Sari Enterprise manage to snatch The Best Brand Award during Entrepreneur Day 2023. During their award-winning speech, Jep and Sari mentioned that they manage to win the award because they use differentiation strategy where they have many customers that loyal to their brand. From the passage, we can conclude that the benefit of brand differentiation is
- A creates brand loyalty among the customers.
 - B company to compete in areas other than price.
 - C company to give a reason why they charge a high price for their product.
 - D create a perception among the customers that there is no substitute available in the market.
11. Imitation of differentiation can be related to
- A steps to product differentiation.
 - B importance of differentiation strategy.
 - C advantages of differentiation strategy.
 - D disadvantages of differentiation strategy.

12.



Diagram 1

Based on diagram 1, what is the **correct** characteristic for these product differentiation types?

- I Same price and product quality
 - II Different price and product quality
 - III Same price and different product quality
 - IV Same price and different product quantity
- A II only
 B I & II
 C I, II & III
 D None of the above

13. What is Product Line Analysis?

- A It relates to product mix.
- B It is not something important in Product Management.
- C It can be considered as to predict short-term and long-term performance.
- D Decision whether adding new product line or not, lengthen the existing product line or not.

14. Sales forecasting is associated with the following criteria **except**

- A plan for future growth.
- B efficiently allocate resources.
- C to reduces the sales of product.
- D predict achievable sales revenue.

15. Haerin and her husband own a small cloths company in Japan. They managed to achieves sales in year 2023 around RM 50,000 and they forecast their sales for the next year to increase by RM 20,000. Before doing a sales forecasting, they already considered the existing and new competitors and their future program, quality of their product, sales of their product in order to assess demand. What is the factor that they considered before doing sales forecasting?
- A Competition.
 - B Government action.
 - C Changes in technology.
 - D Factors related to the concern itself.
16. Tzuyu works as a Finance Manager in one of the big companies in Indonesia. As a Finance Manager, she prefers to do financial analysis using _____ because this type of analysis is extremely popular due to the analyst's ability to choose two key features of businesses to analyze.
- A ratio analysis.
 - B vertical analysis.
 - C horizontal analysis.
 - D financial statement analysis.
17. A definition of brand is most associated with
- A the advantages of brand itself.
 - B name, term, symbol, design, or combination them.
 - C part of a brand that can be spoken, including letters (*abjad*), words and numbers.
 - D It involves designing and producing the outer cover of the product such as containers and wrappers.

18. Zahirah has not hesitated to buy Iphone 14 for her daughter even though the price is higher than any other smartphone. This is because she believes that all of the Apple product is high quality in par with the price offered. This showed that brand names tell something about product quality. This kind of situation has to do with benefits of branding towards
- A iphone.
 - B customer.
 - C manufacturer.
 - D all of the above.
19. Brands provide multiple sensory stimuli to enhance customer recognition. For example, a brand can be visually recognizable from its packaging, logo and shape and also audio. This statement is most associated with
- A advantages of brand.
 - B advantages of brand name.
 - C advantages of brand equity.
 - D advantages of brand extension.
20. Surihani is a coffee shop owner that focuses on using only sustainable ingredients, based on the post infographics in her social media accounts. She prints facts about the rainforest on the cups of coffee. This way, Surihani's coffee can connect with customer and customer will become more passionate about buying the coffee. Her brand already become part of their identity. This showed that
- A successful brand has purpose.
 - B successful brand is not unique.
 - C successful brand waste a lot of money.
 - D successful brand become a trend setter.
21. Packaging plays several important functions such as
- A promote products.
 - B protect the products.
 - C facilitating convenience.
 - D all of the statement above

22. Miqayla wants to courier her signature cake *batik* to her customer using Lolomove. In order to ensure that her customer receive her cake *batik* in a good condition, she wrap her cake *batik* using a bubble wrap and box to protect from damage, shock and vibration during transportation. From the passage, we can conclude that the function of packaging is for
- A barrier protection.
 - B physical protection.
 - C information transmission.
 - D containment or agglomeration.
23. Packaging and labels are increasingly used to go beyond marketing to brand positioning, with the materials used and design chosen key to the storytelling element of brand development. What is the statement referring to?
- A Marketing.
 - B Branding/positioning.
 - C Marketing strategies.
 - D Marketing development.
24. Mr. Abdullah is a business founder of perfume company in South Korea. He and his team decide to put the perfume oil in the exclusive bottle. Then, he put the perfume bottle in the box to protect from damage. What is the level of packaging that he used in his business?
- A Primary and secondary packaging.
 - B Secondary and tertiary packaging.
 - C Secondary packaging only.
 - D None of the above.

25.

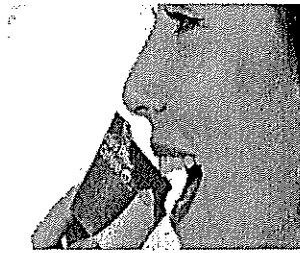


Diagram 2

Based on Diagram 2, what is the effect of that packaging method towards environment?

- A It is safe to extend shelf life of food.
- B It is useful for the customer to use the packaging again.
- C Robots are transforming the packaging industry, particularly in the field of ecommerce.
- D It takes away the plastic and paper waste that's created from packaging foods and instead wraps it in something that's edible which is safe for environment.

26. All of the following are the main types of inventories **except**

- A company inventory.
- B raw material inventory.
- C finished goods inventory.
- D work-in-process inventory.

27. Alif Satar is one of the most successful entrepreneurs in Malaysia and he just share the secret to his business is because his team are doing very well in managing the inventory where they know when to restock certain items, what amounts to purchase or produce, what price to pay as well as when to sell and at what price can easily become complex decisions. This above statement showed that

- A inventory management is important for businesses of any size.
- B inventory management is not important as financial management.
- C the business will do well even though they do not manage inventory.
- D the largest corporations use highly customized software as a service.

28. McDonalds uses system in which it doesn't begin to cook (reheat and assemble) its orders until the order is being placed. What kind of inventory management methods that McDonalds used?

- A First in first out (FIFO).
- B Last in first out (LIFO).
- C Weighted average costing.
- D Just in Time Management.

29. A Ski Manufacturer using one of the inventory systems where the materials such as plastic, fiberglass, wood, and aluminium are in stock based on forecasted orders. What is the inventory management method that he used?

- A Days Sales Inventory.
- B Just-in-time management.
- C Economic Order Quantity.
- D Materials Requirement Planning.

30.

Mathematical model that helps business in determining the optimum level of inventories that should be maintained in a production

Statement 2

The above statement refers to?

- A Inventory model.
- B Inventory management.
- C Fixed Reorder Period System.
- D Fixed Reorder Quality System.

[60 MARKS]

PART B

This part consists of **TWO (2)** questions.

Answer ALL questions in the Answering Booklet.

QUESTION 1

- a. Explain **five (5)** contents of a Product Protocol.

(10 marks)

- b. Momo is a new producer who produces "*daging harimau menangis*". Momo has already determined the price for her product using the cost-plus pricing method. However, she is still confused to find the breakeven point for the sale of her product. Using the information given in Figure 1 below, help Momo to calculate the breakeven point for her product.

Selling price for one unit	= RM 30
Variable cost for one unit	= RM 15
Fixed cost	= RM 150 000

Figure 1

(10 marks)

QUESTION 2

a. Explain **four (4)** roles of packaging.

(10 marks)

b. Datuk Shariq just realize that packaging plays importance roles in business as it protects the product from damage. Please help Datuk Shariq on what kind of level of packaging that he needs to consider for his business.

(10 marks)

[40 MARKS]

END OF QUESTION PAPER

