



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : PRODUCT MANAGEMENT
COURSE CODE : DSM2103
EXAMINATION : OCTOBER 2019
TIME : 3 HOURS

**INSTRUCTION TO CANDIDATES /
ARAHAN KEPADA CALON**

1. This examination paper consists of **TWO (2)** part: /
Kertas soalan ini mengandungi DUA (2) bahagian:

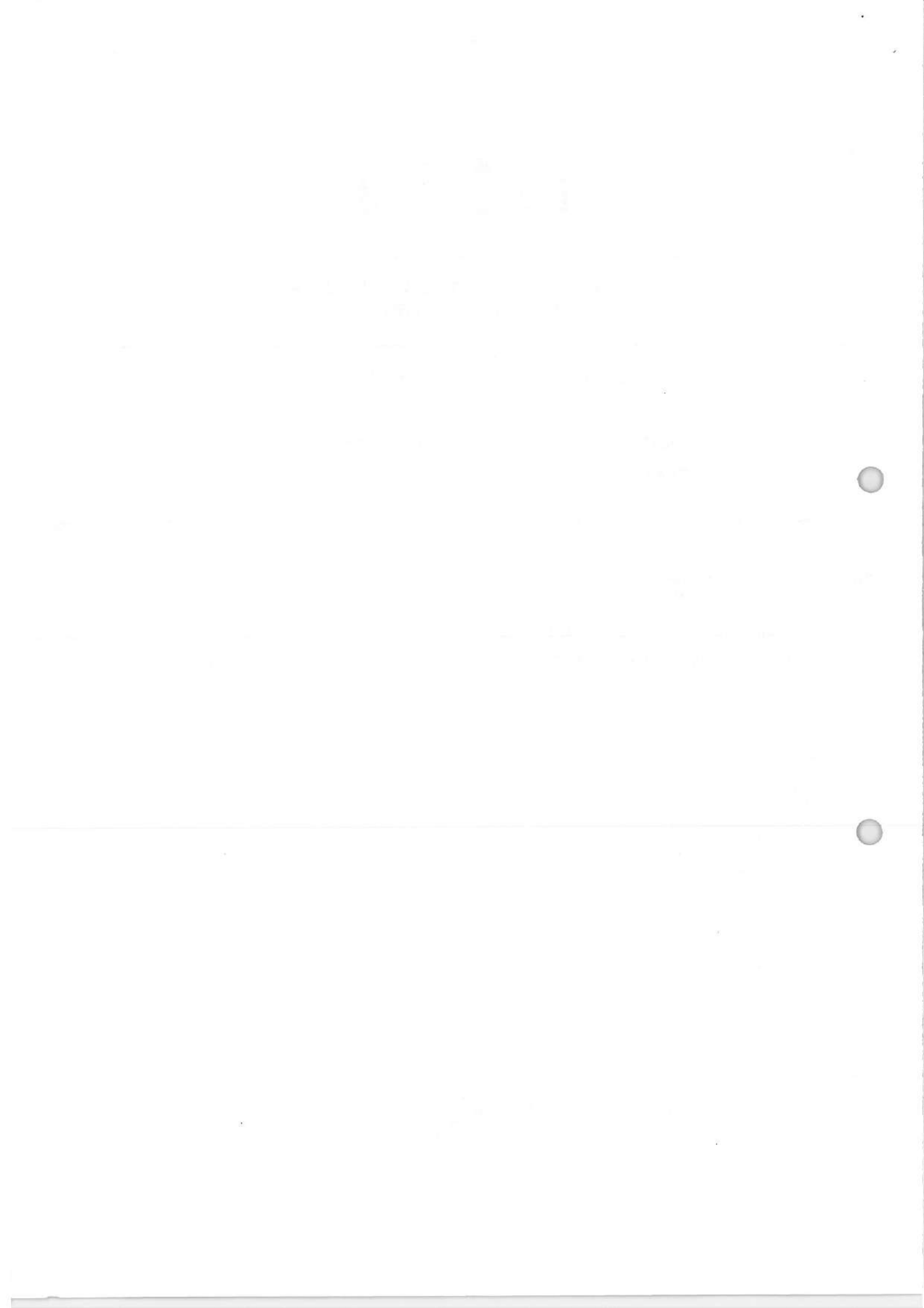
SECTION A (80 MARKS) /
BAHAGIAN A (80 Markah)
SECTION B (20 MARKS) /
BAHAGIAN B (20 Markah)

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. /
Calon tidak dibenarkan untuk membawa sebarang bahan/nota ke bilik peperiksaan tanpa arahan/kebenaran daripada pengawas..

3. Please check to make sure that this examination pack consist of: /
Sila pastikan bahan-bahan berikut diperolehi untuk sesi peperiksaan ini:
 - i. Question Paper /
Kertas Soalan
 - ii. Answer Booklet /
Buku Jawapan

**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** halaman bercetak termasuk muka hadapan*



SECTION A/ BAHAGIAN A

This section contains **FIVE (5)** questions.

Answer **FOUR (4)** questions **ONLY** in the Answer Booklet.

*Bahagian ini mengandungi **LIMA (5)** soalan.*

*Jawab **EMPAT (4)** soalan **SAHAJA** di dalam Buku Jawapan.*

QUESTION 1/ SOALAN 1

- a. Explain **four (4)** stages in the product life cycle from the perspective of type of customers and competition.

*Terangkan **empat (4)** peringkat yang terdapat di dalam kitaran hayat produk dari sudut jenis pelanggan dan persaingan.*

(8 marks/markah)

- b. Explain the promotional strategies and advertising strategies at the every product life cycle stages.

Jelaskan strategi promosi dan strategi pengiklanan dalam setiap kitaran hayat produk.

(8 marks/markah)

- c. List down **four (4)** main elements that should be included in the Product Innovation Charter (PIC)

*Senaraikan **empat (4)** elemen yang perlu ada dalam penyediaan Piagam Inovasi Produk (PIC).*

(4 marks/markah)

QUESTION 2/ SOALAN 2

- a. Give the definition of product differentiation.

Berikan definisi pembezaan produk.

(2 marks/markah)

- b. Explain **four (4)** ways to differentiate product.

Terangkan empat (4) cara yang boleh digunakan untuk membezakan produk.

(8 marks/markah)

- c. Explain the **three (3)** types of strategies that can be used in product differentiation.

Terangkan tiga (3) jenis strategi yang boleh digunakan di dalam pembezaan produk.

(6 marks/markah)

- d. List **two (2)** advantages and **two (2)** disadvantages of using the product differentiation strategy.

Senaraikan dua (2) kelebihan dan dua (2) kekurangan dalam menggunakan strategi pembezaan produk.

(4 marks/markah)

QUESTION 3/ SOALAN 3

Samsung is a Korean multinational consumer goods company. The most prominent product for Samsung companies in Malaysia is electronic products. These products are organized into segments such as televisions, mobile devices, home appliances and more. Here are some examples of products from Samsung.

Television – 98" Q900 8K Smart QLED TV, 75" Q90 4K Smart QLED TV, 65" NU7090 Smart 4K UHD TV, 75" RU7100 Smart 4K UHD TV

Home Appliances – Solo Microwave Oven with Food Warming, Solo Microwave with Healthy Steam, Grill Microwave Oven with Healthy Steam, Grill Microwave Oven with Stylish Design

Syarikat Samsung adalah syarikat pengeluar barangan pengguna multinasional Amerika. Produk yang paling ketara bagi syarikat Samsung di Malaysia ialah produk elektronik. Produk-produk ini disusun dalam beberapa segmen seperti televisyen, peralatan alih, perkakas rumah dan banyak lagi. Berikut adalah beberapa contoh produk daripada Samsung.

Televisyen – 98" Q900 8K Smart QLED TV, 75" Q90 4K Smart QLED TV, 65" NU7090 Smart 4K UHD TV, 75" RU7100 Smart 4K UHD TV

Perkakas rumah – Solo Microwave Oven with Food Warming, Solo Microwave with Healthy Steam, Grill Microwave Oven with Healthy Steam, Grill Microwave Oven with Stylish Design]

- a. Based on the product list above, come up with a flow chart that describes the 'product width', 'product length' and 'product depth' for Samsung.

Berdasarkan senarai produk di atas, hasilkan satu carta aliran yang dapat menggambarkan 'kelebaran produk', 'kepanjangan produk' serta 'kedalaman produk' bagi syarikat Samsung.

(8 marks/markah)

- b. Identify the number of 'product width' for Samsung?

Berapakah bilangan kelebaran produk Samsung?

(2 marks/markah)

- c. Identify the number of 'product length' for Samsung?
Berapakah bilangan kepanjangan produk Samsung?
- (2 marks/markah)
- d. Identify the number of 'product depth' for Samsung?
Berapakah bilangan kedalaman produk Samsung?
- (4 marks/markah)
- e. There are various ways to solve a customer problem which should be examined before implementing product solutions. Explain any **two (2)** of them.
*Terdapat pelbagai cara untuk menyelesaikan masalah pelanggan yang perlu diperiksa sebelum melaksanakan penyelesaian produk. Terangkan mana-mana **dua (2)** daripadanya.]*
- (4 marks/markah)

QUESTION 4/ SOALAN 4

- a. Give the definition of brand equity.

Berikan definisi ekuiti jenama.

(2 marks/markah)

- b. Explain **four (4)** benefits of branding to the manufacturers.

Jelaskan empat (4) faedah jenama kepada pengeluar.

(8 marks/markah)

- c. Explain **three (3)** strategies that can be used to increase the brand value.

Terangkan tiga (3) strategi yang boleh digunakan untuk meningkatkan nilai jenama.

(6 marks/markah)

- d. Identify **four (4)** criteria that need to be considered in selecting name of the brand.

Kenal pasti empat (4) kriteria yang perlu diambil kira dalam pemilihan nama jenama.

(4 marks/markah)

QUESTION 5/ SOALAN 5

- a. Identify **four (4)** functions and roles of packaging.

Kenal pasti empat (4) fungsi dan peranan pembungkusan produk.

(4 marks/markah)

- b. Explain **three (3)** types of product packaging.

Terangkan mengenai tiga (3) jenis pembungkusan produk.

(6 marks/markah)

- c. Identify **four (4)** functions of inventory in business.

Kenal pasti empat (4) fungsi inventori dalam sesebuah perniagaan.

(4 marks/markah)

- d. Explain **three (3)** benefits of 'Just-In-Time' manufacturing.

Terangkan tiga (3) faedah pengilangan 'Just-In-Time'.

(6 marks/markah)

[80 MARKS/ MARKAH]

SECTION B/ BAHAGIAN B

This section contains **ONE (1)** questions **ONLY**.

Answer **All question**.

*Bahagian ini mengandungi **SATU (1)** soalan sahaja.*

*Jawab **semua soalan***

QUESTION 1/ SOALAN 1

Assume that you want to produce a Frozen Satay product into the international market.
Andaikan bahawa anda ingin mengeluarkan sebuah product sate sejuk beku ke pasaran antarabangsa.

- a. As a product manufacturer, you are asked to suggest one brand name that is suitable with the product together with **four (4)** reasons why you choose to use the brand name?

*Sebagai pengeluar produk, anda diminta mencadangkan satu jenama yang sesuai beserta dengan **empat (4)** alasan mengapa anda memilih untuk menggunakan nama jenama tersebut?*

(10 marks/markah)

- b. As a good marketer, based on your knowledge on packaging strategy, describe **five (5)** factors that should be considered for packaging design for you frozen satay product before you enter the international market.

*Sebagai pemasar yang baik, berdasarkan pengetahuan anda dalam strategi pembungkusan, bincangkan **lima (5)** faktor yang perlu diambil kira dalam reka bentuk pembungkusan produk sate sejuk beku anda sebelum memasarkannya ke pasaran antarabangsa.*

(10 marks/markah)

END OF QUESTION PAPER/ KERTAS SOALAN TAMAT

