



**KOLEJ YAYASAN PELAJARAN JOHOR
ONLINE FINAL EXAMINATION**

COURSE NAME : PRODUCT MANAGEMENT
COURSE CODE : DSM2103
EXAMINATION : DECEMBER 2021
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **ONE (1)** part : PART A (100 Marks)
2. Please refer to the detailed instructions 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**.

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 consist of **EIGHT (8)** questions.

Answer **ALL** questions in Answer Sheet.

QUESTION 1

a. Who is a product manager?

(1 mark)

b. Explain the overall roles of product management.

(9 marks)

QUESTION 2

a. Explain **three (3)** types of consumer products with an example for each one.

(12 marks)

b. Ahmad Enterprise is a company that produces herbal tea under the brand of "Ahmad Tea". Table 1 explains about the sales volume and profit for Ahmad Enterprise Company.

Month	Total Sales (RM)	Profit (RM)
January	0	- 35 000
February	10 000	- 25 000
March	20 000	- 15 000
April	35 000	- 10 000
May	49 000	5000
June	55 000	10 000

Table 1

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

(8 marks)

QUESTION 3

Explain the **five (5)** aspects that can be implemented by a marketer to differentiate the product that they are selling from their competitor. Give an example for each one.

(10 marks)

QUESTION 4

Zamri has his own routine to check his email when he arrives at the office. He sees one advertisement email for a product from Decathlon Malaysia Sdn. Bhd. The advertisement email is as in Figure 1.

- a. Based on the information given in Figure 1, come up with a flow chart that describes the 'product width', 'product length' and 'product depth' that is offered by Decathlon Malaysia Sdn. Bhd.

(10 marks)

- b. Calculate the number of 'product width', 'product length', product depth' and determine the 'product consistency' of Decathlon Malaysia Sdn. Bhd.

(10 marks)

The screenshot shows the Decathlon Malaysia website interface. At the top, there's a navigation bar with the Decathlon logo and a personalized greeting "HI ZAMRI". Below this, a prominent banner reads "On Promotion Product!!!". A yellow promotional bar encourages users to "EXPLORE THE DECATHLON SHOPPING APP" with QR codes for the App Store and Google Play. The main content area features several product cards, each with an image, a price tag in a yellow box, and a brief description. The products include various hiking flasks and water bottles, as well as walking shoes and sandals for both adults and children. The background is a light blue and white grid pattern. In the bottom left corner, there is a small illustration of a person sitting, and in the bottom right corner, there is a larger illustration of a person standing and talking on a mobile phone.

Product Name	Price
500 ALUMINUM 1.5 LITRE HIKING FLASK WITH QUICK-OPEN CAP	MYR59.00
QUICK-OPEN (TRITAN) PLASTIC HIKING FLASK MH500 - 0.8 LITRE	MYR25.00
PLASTIC (TRITAN) HIKING FLASK WITH QUICK OPENING CAP MH500. 0.5 L	MYR19.00
100 ALUMINIUM HIKING WATER BOTTLE WITH SCREW TOP 0.75 L	MYR29.00
ACTIWALK KIDS' WALKING SHOES - BLACK	MYR79.00
SOFT 140 FRESH KIDS' WALKING SHOES NAVY/CORAL	MYR59.00
KID HIKING SANDALS MH100 - BLUE	MYR39.00
JR HIKING SANDALS MH100 - BLUE/PINK	MYR39.00

Figure 1

QUESTION 5

- a. Samad is a new entrepreneur who produces frozen curry puff. Samad has already determined the price for his product using the cost-plus pricing method. 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 Samad to calculate the breakeven point for his product.

- i. Selling price for one unit = RM 6.50
- ii. Variable cost for one unit = RM 2.50
- iii. Fixed cost = RM 100 000

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

Bella, David and Piper are close friends. They are entrepreneurs who produce different types of products. Bella told David and Piper that his business is not in a good condition eventhough she has a good brand name. Provide **three (3)** suggestions for Bella to develop her brand name to make sure that his business improves again. Provide an example for each suggestion given.

(6 marks)

QUESTION 7

Adrian wants to expand his product into the international market. He has an issue on deciding how the product should be packaged. Using knowledge, suggest to Adrian **five (5)** factors that need to be considered for the design of packaging for an international market.

(10 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 inventory.

(6 marks)

[100 MARKS]

END OF QUESTION PAPER