



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : PRODUCT MANAGEMENT
COURSE CODE : DSM2103
EXAMINATION : JUNE 2024
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **TWO (2)** parts: PART A (40 Marks)
PART B (60 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

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

This examination paper consists of 2 printed pages including front page

PART A

This part consists of **TWENTY (20)** questions.

Answer ALL in Objective Answer Paper.

1. What is the definition of Product Management?
 - A Supports and manages all activities of Facilities Life Cycle.
 - B Supports and manages all activities of Product Life Cycle.
 - C Supports and manages all activities of Asset Life Cycle.
 - D All of the above.

2. What is the objective of Product Management?
 - A To bear the cost.
 - B To maximize loses.
 - C To minimize profit margin.
 - D To maximize sales revenue.

3. Which one is **true** about Product Management?
 - A Development of a new service.
 - B Development of a new product.
 - C Elimination/discard of new product.
 - D Analyze the taste and preference of customers.

4. Product management inbound is **most** often associated with
 - A positioning.
 - B alpha program.
 - C product launch.
 - D marketing program.

5.

Moka is a founder of skincare start-up company in Japan. She decides to open up a physical store after running an online business for a year because she wants her customer to experience her product by touched, smelled, felt and seen her products in physical form before buying them.

Statement 1

Which of the following relates to the statement 1 above?

- A Products are tangible.
 - B Products can be numerically quantified.
 - C Quality of products can be compared since these are physical features.
 - D Easier to return a product to the seller if the customer is not satisfied about it.
6. Which of the following are **incorrect** about core product?
- A Basic level of product.
 - B Focus on the purpose of the product.
 - C It is also known as a core benefit product.
 - D It represents all the characteristics of the product like quality and design.
7. How would you classify product classification based on their groups?
- A Durability and tangibility.
 - B Durable goods and non-durable goods.
 - C Industrial products and unsought goods.
 - D Durability, industrial products and consumer products.
8. Which of the following **best** describes the consumer products?
- A Inclusion of additional features of products.
 - B Tangible goods that is used repetitively over time.
 - C Product bought to satisfy personal and family needs.
 - D Activities, benefits or satisfactions that are offer by a company.

9. Danielle and her sister decide to venture into new business which is to sell beauty product since their previous business is not doing so well in the market. Before they decide to embark into new journey, Danielle's sister advise that they need to analyze their future potential customer.

Statement 2

Which of the following relates to the statement 2 above?

- A Target market.
 - B Customer analysis.
 - C Product positioning.
 - D Marketing promotion strategy.
10. Sales forecasting is **most** associated with
- A plan for future growth.
 - B inefficiency at allocating the resource.
 - C knowing about the existing competitor.
 - D analyzing what they want to sell and to whom they intend to sell.
11. All of the following statements are correct about product line analysis **except**
- A the decision whether adding new product line or not.
 - B the decision whether to lengthen the existing product line or not.
 - C seller analysing what they sell and the "market targets" to whom they intend to sell it.
 - D enabling companies to make informed business decisions and predict short-term and long-term performance.
12. Which of the following are **NOT** the example of a brand name?
- A Nike.
 - B Youtube.
 - C Panasonic.
 - D "Make everyday a better day".

13. When Apple releases a new product, customers line up around the block to buy although it is usually priced higher than similar products from competitors. This kind of situation are related to

- A brand name.
- B brand equity.
- C brand development.
- D passive marketing strategy

14. How would you classify benefit of branding based on their different categories?

- A Benefits to customers, manufacturers and retailer.
- B Benefits to company, customer and supplier.
- C Benefits to society, customer and retailer.
- D All of the above.

15.

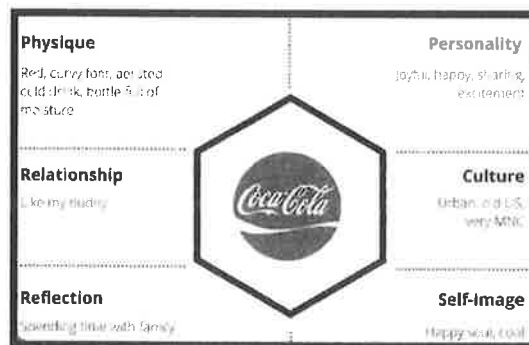


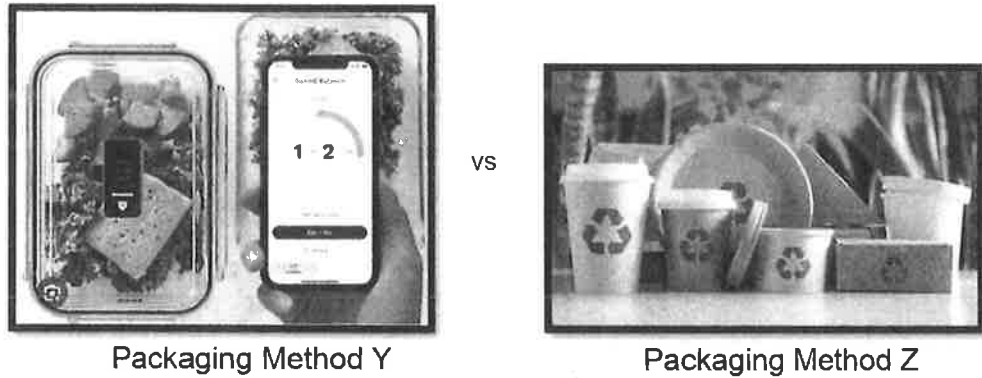
Diagram 1

Based on Diagram1, please choose the correct elements?

- i Branding
 - ii Brand purpose
 - iii Memorable logo
 - iv Through market experience
- A i & ii
 - B ii & iii
 - C i, ii & iii
 - D i, ii, iii & iv.

16. All of the following statement are correct about packaging **except**
- A process of designing the outer cover of product.
 - B process of producing the outer cover of product.
 - C packaging is an integral part to protects the product.
 - D packaging can be considered as 4ps in marketing strategy.
17. Which of the following describes what take place in the secondary packaging?
- A Package that is direct contact with the contents.
 - B Material that first envelops the product and holds it.
 - C Palletized unit load that packs tightly into containers.
 - D To prevent pilferage or to group primary packages together.
18. The term barrier protection is **most** often associated with
- A barrier to oxygen, water vapor, and dust.
 - B protection from mechanical shock, vibration, and compression.
 - C packages and labels used for track and trace purposes.
 - D protection packaging used by marketers to encourage potential buyers to purchase a product.
19. Which of the following are **incorrect** about edible packaging?
- A Food wrapped in food.
 - B Wrap food in something that is edible.
 - C Packaging with embedded sensor technology used with foods.
 - D It takes away the plastic and paper waste that's created from packaging foods.

20.

**Diagram 2**

In this new era, Fahmi decides to use new packaging method for his food business. There are many new packaging methods in the market but she contemplated to choose between Packaging Method Y or Packaging Method Z. Based on Diagram 2, what is the differences between Packaging Method Y and Packaging Method Z?

- A** Packaging Method Y is about packaging system with sensor technology while Packaging Method Z is about packaging that is easy to recyclable.
- B** Packaging Method Y is about packaging that is easy to recycle while Packaging Method Z relates to packaging system with sensor technology.
- C** Packaging Method Y is about packaging that is basically food wrapped in food while Packaging Method Z relates to packaging system with sensor technology.
- D** Packaging Method Y is about packaging system with sensor technology while Packaging Method Z is about packaging that is basically food wrapped in food.

[40 MARKS]

PART B

This part consists of **THREE (3)** questions.

Answer ALL questions in the Answering Booklet.

QUESTION 1

- a. Define product protocol and list down **eight (8)** contents of product protocol.
(10 marks)
- b. Faiza Humaira is one of the famous shawl producers in South Korea. She brands her shawl as "FH Shawl". The estimation cost and sales forecasting for Faiza Humaira Sdn Bhd are as in Figure 1.

Variable cost for 1 pcs of shawl	= RM 2.00
Fixed cost	= RM 100 000
Sales forecasting	= RM 600 000 pieces
Percentage of cost-plus	= 50%

Figure 1

Calculate the price for one pieces of shawl that is sold by Faiza Humaira using the cost-plus pricing method.

(10 marks)

QUESTION 2

a. List down **ten (10)** brand names that are famous in Malaysia.

(10 marks)

b. Explain **four (4)** types of brand development.

(10 marks)

QUESTION 3

a. Explain **four (4)** packaging methods using technology.

(10 marks)

b. Explain **five (5)** factors that needed to be considered for packaging design in international market.

(10 marks)

[60 MARKS]

END OF QUESTION PAPER

