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**KOLEJ YAYASAN PELAJARAN JOHOR  
ONLINE FINAL EXAMINATION**

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**COURSE NAME : PRODUCT MANAGEMENT**  
**COURSE CODE : DSM2103**  
**EXAMINATION : JUNE 2022**  
**DURATION : 3 HOURS**

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**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**.

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

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*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. Give the definition for inbound product management.

(2 marks)

b. Explain **four (4)** key components for a product strategy.

(8 marks)

**QUESTION 2**

a. Explain the **three (3)** levels of product below. Give an example for every level of the product.

- i. Core product
- ii. Generic product
- iii. Expected product

(12 marks)

- b. Najmi met his friend Betty at her coffee shop after office hour. The conversation between them at the Betty's coffee shop is as in Figure 1.

Betty	: This is your coffee.
Najmi	: Thanks. It has been so long time since the last time I had your coffee. How is your business right now?
Betty	: Hmm... a bit down. My sales have decreased by 20 percent every month starting from January and now it is December right?
Najmi	: Sorry to hear that.
Betty	: My customer have also decreased. There are so many coffee shops opening these days around this area.
Najmi	: It's ok Betty. Maybe you need to do some improvements for your product or may be you can jump to another business. I thought you have skill in writing novel?

**Figure 1**

From the conversation in Figure 1 above, determine the stage for Betty's product in the Product Life Cycle and explain the characteristics for the stage of Product Life Cycle that you have identified.

(6 marks)

### QUESTION 3

Explain **five (5)** limitations that occur when implementing the product differentiation strategy.

(10 marks)

**QUESTION 4**

Syafiq is a product manager for the company Jalinan Food Sdn. Bhd. The company produces two types of product; ice cream and chips. There are four types of ice cream which are vanilla strawberry ice cream, vanilla manggo ice cream, chocolate with hazelnut ice cream and the last one is chocolate with almond ice cream. For the chips product, the company also has four varieties which are salted tapioca chips, spicy tapioca chips, salted banana chips and spicy banana chips. Syafiq has been asked to present to the retailers about all the products that are produced by the company.

- a. Based on the information given above, come up with a flow chart that describes the product width', 'product length' and 'product depth' for Jalinan Food Sdn. Bhd.

(10 marks)

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

(10 marks)

**QUESTION 5**

- a. Khairul is a one of the famous ready-made sambal producers in Perak. The estimation cost and sales forecasting for Khairul's product are as in Figure 2.

i.	Variable cost for a can of ready-made sambal	= RM 10.00
ii.	Fix cost	= RM 80 000
iii.	Sales forecasting	= 500 000 unit
iv.	Percentage of cost-plus pricing	= 50%

**Figure 2**

Calculate the price for one unit of ready-made sambal that will be sold by Khairul using the cost-plus pricing method.

(10 marks)

- b. Explain **four (4)** factors that need to be considered in conducting sales forecasting.

(8 marks)

**QUESTION 6**

Tahirah is a new entrepreneur. Her company produces a dishwashing liquid. Tahirah is still confused on what brand name that she can give to her product which may attract buyers. Suggest **three (3)** criteria on how Tahirah can give a good brand name to her product with a suitable example.

(6 marks)

**QUESTION 7**

Kamal is a new entrepreneur. He has decided to produce one food product to be marketed. He planned to produce biscuits. He has a problem to decide what type of packaging that he needs to select. Suggest **three (3)** types of packaging combination that will be suitable for Kamal's product.

(9 marks)

**QUESTION 8**

Explain **three (3)** benefits of the Just in Time inventory management method.

(9 marks)

**[100 MARKS]**

**END OF QUESTION PAPER**