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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2014/2015**

COURSE NAME : PROPERTY MANAGEMENT
COURSE CODE : BPE 34503
PROGRAMME : 3 BPD
EXAMINATION DATE : DECEMBER 2014/JANUARY 2015
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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- Q1** One of the purposes of property management is to protect property value. It involves many activities and parties in order to manage the properties, especially in high rise building.
- (a) Explain **FIVE (5)** benefits of having property manager compared to self-managed. (15 marks)
 - (b) Differentiate between Joint Management Body (JMB) and Management Corporation (MC) (10 marks)
- Q2** One of the roles of property manager is to collect service charges from residents or owners. It is a challenging task for every property manager.
- (a) Explain **FIVE (5)** consequences of failure to collect the service charges (5 marks)
 - (b) Explain **FIVE (5)** approaches to overcome resistance to pay the service charges (5 marks)
 - (c) Propose strategies to encourage residents to pay the service charges. (15 marks)
- Q3** It is a common practice to have a property manager in a shopping complex. A key factor of success for a shopping complex lies in its anchor tenant and branding strategies.
- (a) List **TEN (10)** anchor tenants in Malaysian shopping complexes. (10 marks)
 - (b) Propose **FIVE (5)** strategies to brand a luxury shopping complex. (15 marks)

Q4 AJ Vicky & Co. is a well established property management company in Malaysia. Currently, they are managing Casa Indah Condominium, a two blocks of 20 storey luxury condominium in Damansara. The units in the condominium own by various background of owners including expatriates. There have been news of burglaries and crimes in the surrounding area. Owners have asked Mr. Allan as the property manager to increase security for Casa Indah Condominium.

- (a) Explain **FIVE (5)** elements Mr. Allan should look for if he has to hire a security firm for the condominium. (10 marks)
- (b) Discuss **FIVE (5)** activities that can be done to increase the community engagement to promote safe living environment among the communities. (15 marks)

- END OF QUESTION -