

CONFIDENTIAL



UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : AGENCY AND PROPERTY
MARKETING
COURSE CODE : BPE 33403
PROGRAMME : 3 BPD
EXAMINATION DATE : JUNE 2015/JULY 2015
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

CONFIDENTIAL

- Q1** Estate agency practice in Malaysia is governed by the Board of Valuers, Appraiser and Estate Agents. The board has developed Malaysian Estate Agency Standard (MEAS) to set a high standards for estate agency practice.
- (a) Define estate agency practice. (5 marks)
 - (b) Explain any **FIVE (5)** standards from MEAS. (10 marks)
 - (c) Explain **FIVE (5)** types of agency appointment. (10 marks)
- Q2** A property purchase decision is influenced by the current property market and other factors.
- (a) Discuss **FIVE (5)** macro and micro factors affecting the property market In Malaysia. (10 marks)
 - (b) Demonstrate a buying decision process using appropriate examples. (15 marks)
- Q3** Marketing activities are very important in the real estate agency practice where the agent is responsible to market their listings.
- (a) Explain the importance of an estate agent as marketing agents. (5 marks)
 - (b) List **FIVE (5)** online property marketing websites in Malaysia. (5 marks)
 - (c) Discuss **FIVE (5)** components of real estate marketing. (15 marks)

Q4 Mr Maslan has appointed Mr. Siva from CHZ Property Sdn. Bhd. to sell his 3 storey bungalow at Bandar Baru Bangi on the basis of exclusive agency for RM3 million. At the same time, Mr. Richard is interested to buy the house and has approached Ms Hani, an estate agent from Jalil & Co. Initial negotiation indicated that Mr. Siva refuses to give up his exclusive agency or divide his commission with Ms. Hani.

- (a) Calculate the commission for Mr. Siva. (5 marks)
- (b) Advise Ms Hani how to secure the commission for the transaction. (5 marks)
- (c) Differentiate **FIVE (5)** benefits of sole compare to multiple agencies if Mr Maslan would like to try out for other property in future. (15 marks)

- END OF QUESTIONS -