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UNIVERSITI TUN HUSSEIN ONN MALAYSIA
FINAL EXAMINATION
SEMESTER I
SESSION 2016/2017

TERBUKA

COURSE NAME : CORPORATE REAL ESTATE
MANAGEMENT

COURSE CODE : BPE 34803

PROGRAMME CODE : BPD

EXAMINATION DATE : DECEMBER 2016 / JANUARY 2017

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : ANSWER ALL QUESTIONS

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

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Q1 Corporate real estate management (CREM) adds value to an organization in several ways.

Discuss **FIVE (5)** elements of CREM that add value to an organization with examples.

(25 marks)

Q2 MPB Berhad is the leader in mail services in Malaysia. In the process of upgrading its services, MPB Berhad plans to rebrand 800 units of post offices located throughout the country.

(a) Explain corporate real estate strategies below:

(i) Incrementalism

(5 marks)

(ii) Standardisation

(5 marks)

(iii) Value based

(5 marks)



(b) Propose **ONE (1)** of the above strategies that would help MPB Berhad to improve its services to customers.

(10 marks)

Q3 Balanced Scorecard (BSC) is a strategy performance measurement tool that can be used by managers to keep track of the execution of activities by staff and to monitor the consequences arising from these actions. BSC is now seen as a critical foundation in a holistic strategy execution process in helping organisations to provide a road map for strategy execution.

(a) Discuss the elements of the BSC.

(10 marks)

(b) Assuming you are a corporate real estate manager in a company that handles private hospitals throughout Malaysia.

Propose **THREE (3)** property strategies for improving your company's brand.

(15 marks)

Q4 Fitrah Takaful Berhad, one of the largest insurance company in Malaysia is looking to consolidate its office spaces from several locations into one location.

(a) Discuss **TWO (2)** factors to be considered in the implementation of this strategy.

(i) Internal factors

(ii) External factors

(10 marks)

(b) Flexibility is one of the characteristics to overcome mistakes in corporate real estate's decisions.

Discuss the following characteristics;

(i) Physical flexibility

(5 marks)

(ii) Functional flexibility

(5 marks)

(iii) Financial flexibility

(5 marks)

- END OF QUESTIONS -

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