



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2016/2017**

COURSE NAME : REAL ESTATE AGENCY AND  
MARKETING

COURSE CODE : BPE 33403

PROGRAMME CODE : BPD

EXAMINATION DATE : JUNE 2017

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : ANSWER ALL QUESTIONS

**TERBUKA**

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

**Q1** Promotion is the aspect of marketing that involves delivery of company, brand or product messages to target customers or buyers. Several tools are used by companies to aid the delivery of both paid and unpaid promotional methods. Each tool contributes a different way to reach customers or buyers and achieve communication objectives.

(a) Explain **THREE (3)** promotion tools to attract property buyers. (15 marks)

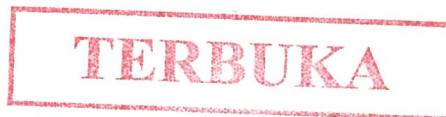
(b) Discuss **FIVE (5)** benefits of having real estate conference or exhibition as a networking place for real estate marketing. (10 marks)

**Q2** As an estate agent, you should clearly understand the property market maturity in Malaysia.

Discuss **FIVE (5)** characteristics of matured property market. (25 marks)

**Q3** A professional solicitor helps with the settlement and title transfer process by ensuring that their client is meeting all legal obligations and that their client's rights are protected during buying or selling properties.

Explain **FIVE (5)** roles of the solicitor in a residential property purchase once the offer has been accepted. (25 marks)



**Q4** Each registered real estate agent is liable to code of conducts and ethics which governs their work conduct, relationships with the principals and third parties as well as their general professionalism.

Discuss the following case studies based on code of conduct and standards provided by the Board of Valuers, Appraisers and Estate Agents.

(a) Tariq has been appointed by Sofia to be an exclusive estate agent for her property which is a bungalow lot located at Garden Home Bangi. During the inspection, Tariq found out a signboard has been erected on the land indicated "Land For Sale".

Advise Tariq on the ethical action that should be taken by him. (5 marks)

(b)

**Hazmi & Iqbal Estate Agency**

Dear Owner,

We would like to inform that your current property and rental value has increased recently. If you are interested to sell or rent your property, we are the expert and specialised in residential property transactions. Please call En Hazmi at this number 013-3882217.

Best Regards,  
*hazmi*

Encik Hazmi who is an estate agent has distributed the above flyers to all units in Putri Wangsa Condominium, Johor Bahru.

Explain any **THREE (3)** offences committed by Encik Hazmi.

(15 marks)

(c) Farah&Hwee Kim Agency is an estate agency that had been practicing estate agency for almost 5 years in Malaysia. The company office is located in the Putra Ville apartment in Batu Pahat. The company has appointed 35 negotiators under the supervision of a Registered Estate Agent who are residing in the office.

State the misconduct done by Farah&Hwee Kim Agency.

(5 marks)

**TERBUKA**

**-END OF QUESTIONS-**