



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2017/2018**

COURSE NAME : REAL ESTATE MARKETING AND AGENCY
COURSE CODE : BPE 33403
PROGRAMME CODE : BPD
EXAMINATION DATE : JUNE / JULY 2018
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

Q1 Promotion or communication is to do with the satisfaction element that will be achieved by presenting the product to the market place.

(a) Explain **THREE (3)** real estate marketing or promotion tools to attract buyers to properties.

(15 marks)

(b) Discuss the benefits of a real estate online marketing as a marketing tool.

(10 marks)

Q2 The estate agent and any other related third party is to be aware of the different types of agencies under which properties are listed, sold, purchased, let or rented through estate agents. Therefore, the type of estate agency is to be agreed between the agent and the principal prior to the estate agency appointment.

Discuss the following with examples.

- (a) Exclusive Agency
- (b) Sole Agency
- (c) Sole Joint Agency
- (d) Joint Agency
- (e) Ad Hoc Basis Agency

(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 the role of the solicitor in a commercial property purchase once the offer has been accepted.

(25 marks)

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- Q4 (a)** As a registered estate agent, Sr Nizam has been appointed to sell a two storey detached house located at Senibong, Johor Bahru. The property was sold for RM1.7 Million. The costs incurred in the marketing of the property are as per **Table Q4 (a)**.

Table Q4 (a): Marketing cost for sale of property

Items	Cost (RM)
Printing of plans, photocopying document and correspondence	RM800
Cost of advertisement (Flyers, Direct Mails and Signboards)	RM1,200
Travelling expenses – property located more than 40 km from the office	RM850
Lodging	RM400 (as per actual receipt)
Food	RM250

Calculate the estate agency fee and allowable disbursement to be charged for the transaction.

(15 marks)

- (b)** Explain the additional costs included or not included in Sr Nizam's claim as in accordance to 7th Schedule of Valuers, Appraisers and Estate Agent Act (Act 242).

(10 marks)

-END OF QUESTIONS-

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