

CONFIDENTIAL



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : CORPORATE REAL ESTATE
MANAGEMENT

COURSE CODE : BPE 34803

PROGRAMME CODE : BPD

EXAMINATION DATE : DECEMBER 2017 / JANUARY 2018

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : ANSWER ALL QUESTIONS

TERBUKA

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

CONFIDENTIAL

Q1 Corporate real estate management (CREM) has attracted senior management's attention. CREM adds value to organization in supporting their core businesses. Compared to other areas of property such as facility management and property management, corporate real estate management focuses more on the service recipient (demand side) than the service provider (supply side).

(a) Explain **FIVE (5)** added values of CREM for organizations. (10 marks)

(b) Differentiate between corporate real estate management, facility management and property management. (15 marks)

Q2 Competitive advantage of a company can be evaluated based on Porter's Five Force Competitive Advantage Model. The model helps company stay competitive over its rivals such as in the healthcare industry.

(a) Explain the elements in the Porter's Five Forces Competitive Advantage Model using examples from a healthcare company. (10 marks)

(b) According to Porter's model, there are three basic options available to organizations for gaining competitive advantage. These are cost leadership, differentiation and focus.

Analyze the following from the perspective of healthcare industry.

- (i) Cost leadership
- (ii) Differentiation
- (iii) Focus

(15 marks)

TERBUKA

Q3 VELCOM, one of the largest telecommunication company in Malaysia is looking to consolidate its office spaces from several locations into one location.

- (a) Discuss the internal and external factors to be considered to implement this strategy. (10 marks)
- (b) Flexibility is one form of preparation to overcome mistakes in corporate real estate's decisions.

Explain these concepts from the corporate real estate management's perspective:

- (i) Physical flexibility
- (ii) Functional flexibility
- (iii) Financial flexibility

(15 marks)

Q4 TPOS Berhad is the leader in mail services in Malaysia. In the process of upgrading its services, TPOS Berhad plans to rebrand 800 units of post offices located throughout Malaysia. There are three strategies that support corporate real estate management; incrementalism, standardization and value-based.

- (a) Explain the following corporate real estate strategies:
 - (i) Incrementalism
 - (ii) Standardisation
 - (iii) Value based

(15 marks)

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

(10 marks)

TERBUKA

- END OF QUESTIONS -