



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2018/2019**

COURSE NAME : CORPORATE REAL ESTATE  
MANAGEMENT

COURSE CODE : BPE 34803

PROGRAMME CODE : BPD

EXAMINATION DATE : DECEMBER 2018 / JANUARY 2019

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

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

- 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, corporate real estate management focuses more on the service recipient (demand side) than the service provider (supply side).
- (a) Explain **FIVE (5)** add value of CREM for organizations. (10 marks)
- (b) Compare 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 Forces Competitive Advantage Model.
- (a) Explain the elements in the Porter's Five Forces Competitive Advantage Model. (10 marks)
- (b) Discuss the role of corporate real estate management within each element using education industry as an example. (15 marks)
- Q3** The 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) Explain the elements of BSC. (10 marks)
- (b) Assuming you are a corporate real estate manager in a private hospital that has hospitals throughout Malaysia.  
Develop a property strategy for each element in the BSC. (15 marks)

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**Q4** MALCOMM, one of the largest telecommunication companies 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 the following concepts from the corporate real estate management's perspective:

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

(15 marks)

- END OF QUESTION -

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