



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : PROPERTY MARKET ANALYSIS
COURSE CODE : BPE 34103
PROGRAMME CODE : BPD
EXAMINATION DATE : DECEMBER 2018 / JANUARY 2019
DURATION : 3 HOURS
INSTRUCTION : ANSWERS ALL QUESTIONS

TERBUKA

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

- Q1** Understanding the trends of external (outer) macro environment can be done using “STEP” analysis, a method that constitutes powerful factors which affect the success of property development projects.
- (a) Describe the **FOUR (4)** elements of “STEP” analysis in the context of the property market.
(10 marks)
- (b) Illustrate the process in which property development companies could employ “STEP” analysis in ensuring the success of their property development projects.
(15 marks)
- Q2** The “situs” (position) analysis is based on the premise that land uses are interdependent and economic activities are interrelated. It evaluates the relationship between the surrounding environment and a specific land use on a specific land parcel over a given time.
- (a) Outline the “situs” process in identifying a site’s characteristics that could affect its value and economic life.
(10 marks)
- (b) Evaluate **THREE (3)** determinants for location which, in your opinion, could impact highly on a specific project site’s investment viability.
(15 marks)
- Q3** Property supply analysis is conducted based on the total number of completed units (existing stock) of particular property types, incoming units which are presently undergoing construction and proposed projects which are being planned.
- (a) Outline the importance of a property supply analysis.
(10 marks)
- (b) Demonstrate how a property supply analysis could assist in studying market situations and trends.
(15 marks)

Q4 Productivity analysis in real estate means the analysis of the capacity of a property to support economic activity, supply service and/or provide amenities to meet human needs. Productive capacity depends on a combination of factors of production and the way potential consumers react to the mix of property attributes.

- (a) Explain the need for a productivity analysis in the context of real estate. (10 marks)

- (b) Discuss **THREE (3)** attributes of real estate productivity that help in establishing its competitive positions in the market and hence, yield the greatest net income to the property over a sustained period of time. (15 marks)

– END OF QUESTIONS –

