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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : REAL ESTATE AGENCY AND
MARKETING

COURSE CODE : BPE 33403

PROGRAMME CODE : BPD

DATE OF EXAMINATION : DECEMBER 2019 / JANUARY 2020

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

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

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- Q1** (a) Discuss **THREE (3)** benefits of attending real estate seminar or conferences for a professional real estate agent as a networking component in real estate marketing. (15 marks)
- (b) Explain **FIVE (5)** advantages of having a professional real estate agent as a medium in selling or buying industrial properties. (10 marks)
- Q2** (a) Determine **THREE (3)** issues to consider when signing a real estate sale and purchase agreement. (15 marks)
- (b) Elaborate **FIVE (5)** processes handled by the solicitor in the case which the purchaser seeks for financial facility from the financial institution. (10 marks)
- Q3** (a) Sr Afif, a real estate negotiator has been appointed to sell a 2-storey detached house located at Bukit Indah, Johor Bahru. The property was sold for RM750,000. The costs incurred in the marketing of the property as per **Table Q3**.

Table Q3: Marketing Cost for Sale of Property

Items	Cost (RM)
Printing of plans, photocopying document and correspondence	RM600
Cost of advertisement (flyers, direct mails and signboards)	RM500
Travelling expenses (7 km from his office)	RM450
Lodging	RM300 (as per actual receipt)
Food	RM360

Compute the commission for Sr Afif if the agreed commission distribution between him and the company is 65:35 with allowable disbursement to be charged for the transaction.

(15 marks)

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

(10 marks)

Q4 As an estate agent, you should clearly understand the real estate market maturity in Malaysia.

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

(25 marks)

-END OF QUESTIONS-

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