



# UTHM

Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2021/2022**

- COURSE NAME : PROPERTY MARKET ANALYSIS
- COURSE CODE : BPE 34103
- PROGRAMME CODE : BPD
- EXAMINATION DATE : JULY 2022
- DURATION : 3 HOURS
- INSTRUCTION :
1. ANSWER **ALL** QUESTIONS.
  2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSE BOOK**.
  3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK.

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

**TERBUKA**

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**Q1** In Malaysia, house price is determined by the market where the government has no control. Government always plays a role in establishing the policy to ensure the residential property sector is according to rules and regulations. In recent years, Malaysia has seen significant increase in house price. Previous study done by scholars shown that financial aspects such as low-interest rate, has been able to spark speculative buying among property speculators. The speculation has driven the housing market and pushed the property price upward which exceeds the actual value of the property itself. The boom in the housing market is the main cause of housing bubbles. As a result, this trend has led to the affordable housing issue. The issue of affordable housing has led to the concern whether Malaysia house price experienced housing bubbles situation.

- (a) Explain **THREE (3)** reasons for understanding property market. (9 marks)
- (b) Justify **TWO (2)** external economic indicators which have hindered growth prospects moving forward in property market in Malaysia. (8 marks)
- (c) Suggest **THREE (3)** alternative strategies to address affordable housing issues in Malaysia. (15 marks)

**Q2** (a) Price is best defined as the quantity of payment or compensation given by one party to another in return for goods and services. Price can be addressed in several forms such as fee, rate, premium and etc. In property business, price plays an important role in determining profitability, market signal, marketing mix and product strategy. The demand for housing is inelastic in respect to price and income, while the demand for housing (in terms of space) appears to be elastic over most of its price range.

Relate between income, preferences and choice of residence by using appropriate examples.

(10 marks)

- (b) A market analysis is a quantitative and qualitative assessment of a market. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry and regulation.
- (i) Differentiate between area research and consumer research in respect to the property market. (6 marks)
- (ii) Differentiate between developer's objective and retailer's objectives while preparing marketing strategy in market analysis. (6 marks)



- Q3** The analysis of location requires a determination of desirability and utility of the site and the degree and extent to which the site shares the market for comparable and competitive sites in the community. The analysis also requires a forecast of the changes likely to be experienced at the site due to probable future trends.

“site is physically fixed but economically flexible”

- (a) Discuss the above statement in relation to highest and best use concept for site selection. (10 marks)
- (b) Explain **TWO (2)** effective tools how local authority control over the location of the new industrial development. (10 marks)

- Q4** (a) Property price varies for each submarket as property market is spatially segmented. By using residential property or commercial property as an example:

Discuss **SIX (6)** advantages of property submarket.

(12 marks)

- (b) Over the years, it is noticeable that the average house price in Malaysia has continued to increase marginally due to urban development. In spite of the housing prices remain unaffordable for most Malaysians, it is believed that housing price will continue to grow more moderately in the years to come. As a final year student in property studies;

Justify your agreement to the above statement.

(14 marks)

**-END OF QUESTION-**

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