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**UNIVERSITI TUN HUSSEIN ONN  
MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2010/11**

**COURSE NAME : REAL ESTATE MARKET ANALYSIS**  
**COURSE CODE : BPE 3413**  
**PROGRAMME : 3 BPD**  
**EXAMINATION DATE : APRIL / MAY 2011**  
**DURATION : 2 HOURS 30 MINUTES**  
**INSTRUCTION : ANSWER ALL QUESTIONS**

**THIS QUESTION PAPER CONSISTS OF 3 PAGES**

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Q1 Market analysis is one of the important tools before implementing any property development projects.

(a) Explain the implementation of market analysis and its importance based on your understanding on market analysis.

(15 marks)

(b) Intelligence gathering is one of the techniques in market analysis. Explain the meaning of intelligence gathering and its method of implementation.

(10 marks)

Q2 The fixed cost of a property development project is RM15 million. The property developer proposed to build 300 units of model A at per unit cost of RM110,000. Selling price for each unit is RM150,000. The market analysis shows that demand for such type of property is related to its price as follows:

$$Q = 591 - 0.002P.$$

(a) Evaluate the numbers of units in model A the developer should build in order to break-even.

(5 marks)

(b) Compare units difference between the proposed and the break-even number of units.

(5 marks)

(c) Based on unit difference in Q2 (b), show how much the developer would gain or lose from the project.

(5 marks)

(d) Based on demand function, determine the price of the product should be in order to break-even.

(10 marks)

Q3 Consumer behaviour is an important aspect to ensure success in property marketing strategy.

(a) Give **TWO (2)** examples of behavioural elements from the perspective of social, psychological and personal factors.

(10 marks)

- (b) In what ways does understanding of consumer behaviour help developers to devise advertising and communication strategies in order to improve sales of their property products.
- (15 marks)

Q4 In property market, location is the most important element in ensuring success in a property development project.

- (a) Economic location can be described, among other things, by associations of land use. Explain the above statement.
- (10 marks)
- (b) There are four important aspects in relation to spatial consideration relevant to site location and the immediate area. Explain these **FOUR(4)** spatial considerations.
- (15 marks)

**END OF QUESTION PAPER**