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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : FOOD PRODUCT MANAGEMENT
AND MARKETING

COURSE CODE : BWD 40202

PROGRAMME CODE : BWD

EXAMINATION DATE : JANUARY / FEBRUARY 2022

DURATION : 3 HOURS

INSTRUCTION : 1. ANSWER ALL QUESTIONS
2. THIS FINAL EXAMINATION IS
AN **ONLINE** ASSESSMENT AND
CONDUCTED VIA **OPEN BOOK**

THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES

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- Q1** Pau Hana Sdn. Bhd. realizes that *pau* with rozelle jam filling contributes to very low profit for the company after ten years in the market. The top management of the company decided that the product was not worth investing in.
- (a) As an Operation Manager, you should strategize for dealing with this product that benefits the company. Describe the requirements to implement this strategy. (5 marks)
 - (b) Based on your answer in **Q1(b)**, analyze the impact of the strategy to the company. (5 marks)
 - (c) The other products like *pau* with durian and red bean filling have already entered Taiwan and China market. In the future, Pau Hana Sdn. Bhd. plans to expand into the Europe market. In Europe, *pau* is well-known as steamed bun. As an Operation Manager, determine a suitable product strategy and its implementation requirements. (5 marks)
 - (d) Recommend an appropriate production system for Pau Hana Sdn. Bhd. Justify your recommendations based on the nature of business of this company. (10 marks)
- Q2** Ram Burger Sdn. Bhd. is a start-up company investing on chicken and beef patties for local food stall.
- (a) A detailed description of the product must be documented for traceability. Determine **THREE (3)** general information of product specifications. (3 marks)
 - (b) Identify **TWO (2)** types of technology that can manage address the company's concern about the productivity and competitiveness of the patties. (6 marks)
 - (c) Analyze the consequences of installing an innovative technology on the business operation of this company. (6 marks)
 - (d) Predict a complete process flow for the beef patties production as shown in **Figure Q2(d)**. (10 marks)

- Q3** Bueno Group Sdn. Bhd. is a local chocolate products manufacturer located in Shah Alam, Selangor. In February, the company manufactures 10,000 boxes of chocolate bars with various fillings ranging from fruits to nuts. Their products are sold all over Malaysia. **Table Q3(b)** shows the production cost of this company for the month of February.
- (a) Define the fixed cost (FC), total cost (TC) and variable cost (VC) of the above situation. (5 marks)
- (b) Referring to **Table Q3(b)**, classify the costs into FC and VC. (12 marks)
- (c) Calculate the total cost (TC), average variable cost (AVC), average total cost (ATC) and average fixed cost (AFC) for each quantity of the production. (8 marks)
- Q4** Market segmentation is a strategic approach in ensuring effective marketing. A beverage company has successfully produced a range of fruit juices containing functional ingredients as a new product category for their company.
- (a) Propose and elaborate the factors that the company must consider when evaluating potential market segments for their new product category. (10 marks)
- (b) Plan a marketing strategy for this new product category. (10 marks)
- (c) After 3 months of marketing campaign, the marketing team realized that the sale of the new beverage is stagnant. Analyze **FIVE (5)** ways to improve the failing marketing strategy. (5 marks)

-END OF QUESTIONS-

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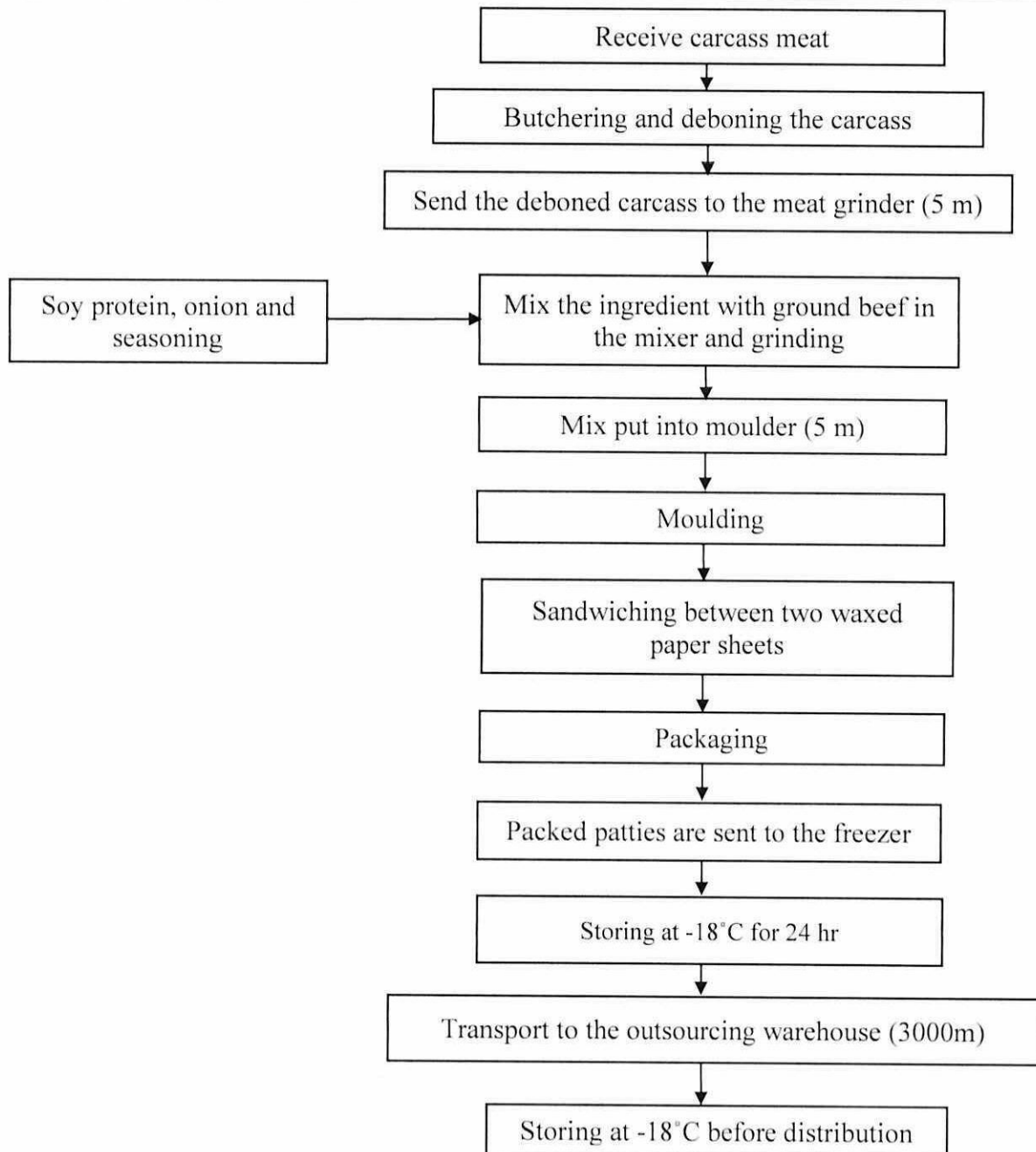


Figure Q2(b). Process flow of beef patties production.

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Table Q3(b). Production costs of Bueno Group Sdn. Bhd.

No.	Item	Cost (RM)
1.	Factory rental	1000
2.	Loan for automated chocolate bar machine	800
3.	Milk	500
4.	Sugar	200
5.	Cocoa butter	1500
6.	Cocoa mass	1500
7.	Vegetable fat	500
8.	Emulsifiers	500
9.	Flavourings	100
10.	Nuts	1500
11.	Fruits	500
12.	Insurance	400
13.	Advertising fees for social media	150
14.	Booth rental for halal expo	600
15.	Management salaries	8000
16.	Operators' salaries (overtime)	12,000
17.	High speed internet package	150
18.	Utility bills: electricity and water	800
19.	Transport for distribution (petrol)	600
20.	Boxes for packaging of chocolate products	500