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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2023/2024**

- COURSE NAME : PROPERTY MARKET ANALYSIS
- COURSE CODE : BPE 34103
- PROGRAMME CODE : BPD
- EXAMINATION DATE : JULY 2024
- DURATION : 3 HOURS
- INSTRUCTIONS :
1. ANSWER **ALL** QUESTIONS
  2. THIS FINAL EXAMINATION IS CONDUCTED VIA
    - Open book
    - Closed 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 **FOUR (4)** PAGES

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- Q1 (a)** In today’s real estate market, the need to understand consumer behavior and hold inventory accordingly is considered significantly important. Demand analysis brings many insights essential for the decision-making process for every real estate business. **Table Q1.1** shows the demographic profile for the AMY District.

**Table Q1.1:** Demographic profile for the AMY District

Total population = 150,000
Eligible age (25 - 49) = 35%
Employment = 95%
Home ownership = 73%
 Buying interest:
Non-first-time buyers = 11%
First-time buyers = 38%
 Income categories:
Low income = 30%
Middle income = 35%
Upper income = 25%

Calculate;

- (i) Eligible population. (2 marks)
  - (ii) Eligible working population. (2 marks)
  - (iii) First-time buyer potential demand. (2 marks)
  - (iv) Overall potential demand. (3 marks)
  - (v) Demand by income-based market segments. (4 marks)
- (b) List **THREE (3)** alternatives to address home ownership issues. (3 marks)

- Q2** (a) The real estate industry operates within a constantly changing landscape, where consumer tastes and patterns hold significant importance for developers aiming to create desirable and successful properties.

Explain **THREE (3)** significance of understanding consumer preferences and behaviour in the real estate market with examples.

(9 marks)

- (b) Consumer behaviour patterns are dynamic and subject to constant change due to various factors, including economic conditions, societal trends, and global events. For instance, the COVID-19 pandemic has transformed the perception of living spaces, leading to an increased demand for technologically enabled homes, spacious balconies, and efficient floor plans to accommodate work-from-home setups.

Justify your level of agreement on the above statement.

(16 marks)

- Q3** (a) From the customer's perspective, several factors influence their decision-making process when selecting a real estate product. The demand for well-designed interiors, aesthetically pleasing landscapes, and functional floor plans remains high. Apart from physical factors, location plays a good role in buying properties.

Discuss **FIVE (5)** determinant factors of a good location for buying residential property.

(10 marks)

- (b) A successful commercial real estate development process begins with finding a site that meets market demand and satisfies tenant requirements but is also significantly viable from a number of aspects.

- (i) Explain **FIVE (5)** important data that is required to understand the potential advantages and disadvantages of a site selection analysis with examples.

(15 marks)

- (ii) Illustrate site selection process for commercial real estate development in Parit Raja, Batu Pahat, Johor. (you may use any types of business as an example).

(12 marks)

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- Q4** (a) In the property market analysis, market research is defined as the process of gaining information about the market (customers and competitors) through the collection, analysis and reporting data related to a particular market.

Differentiate **TWO (2)** scopes of market research.

(10 marks)

- (b) Over the years, it is noticeable that the average house price in Malaysia has continued to increase marginally due to urbanization. Despite the house prices remain unaffordable for most Malaysians, it is believed that the price will continue to grow more moderately in the years to come. As property analyst;

Discuss with appropriate examples **FOUR (4)** factors need to be considered in determining acceptable price range for your customers' acceptable range.

(12 marks)

**- END OF QUESTIONS -**

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