



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2023/2024

- COURSE NAME : HALAL INDUSTRY IN MALAYSIA
- COURSE CODE : BPF 30903
- PROGRAMME CODE : BPA
- 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 **THREE (3) PAGES**

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Q1 Malaysia is seen as a potential leader in the future Halal industry due to the fastest-growing halal industries in the world economy. It is known that the Halal industry is not just limited to food and drinks, it also applies to other fields in the Halal industry ecosystem. Malaysia also has established many halal platforms such as MIHAS, and hub halal events which aim to promote the halal industry globally.

(a) Describe the history for Halal management development in Malaysia.

(6 marks)

(b) Explain **TWO (2)** factors that contribute to the survival of the Halal market.

(4 marks)

(c) Describe **FIVE (5)** and give examples of segments in the Halal industry for products and services.

(15 marks)

Q2 In order to prevent the misuse of Halal Malaysia certification, JAKIM, as a premier religious agency in the country, has embarked on a journey to evaluate the status of Malaysia Halal Logo since 1974. Halal labelling is an explicit mark on foodstuffs that add significance to the products. It guarantees acquiescence not only to Shariah requirements but also with other quality standards. Moreover, the halal logo is the symbol of confidence and trust. The majority of Muslim consumers in Malaysia are concerned about halal food and the halal logo on food products.

(Source: Adopted from Journal of Social Sciences, Business and Economics 2014)

(a) Examine **TWO (2)** actions to withdraw the Halal certification from halal food products that do not meet the requirement.

(10 marks)

(b) Explain **FIVE (5)** reasons that cause Halal certification application rejected by JAKIM. Provide an example for each reason.

(15 marks)

Q3 Halal audits play a critical role in ensuring compliance with Halal standards, catering to the needs of Muslim consumers (JAKIM-MPPHM, 2020). They constitute an integral component of the Halal certification process, mandated by the Manual Procedure for Malaysia Halal Certification (MPPHM) guidelines

(Source JAKIM-MHMS, 2020)

(a) Identify **FIVE (5)** benefits of Internal Halal Auditing to manufacturer.

(5 marks)

(b) List **FIVE (5)** key competencies for Halal Auditor.

(5 marks)

(c) Illustrate Halal Internal Audit Process.

(15 marks)

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- Q4** Halal issues has been debated by not only among halal awareness consumer but also among academician. A lot of articles and journals related to halal issues have been written and discussed in order to justify and clarify the matter.

(Source: International Journal of Academic Research in Business and Social Sciences, 2017)

Discuss **FIVE (5)** issues of halal matters in the food service industry.

(10 marks)

- Q5** Mr. Mazlan has been appointed as a Halal Executive in a slaughtering house. He has to ensure halal slaughtering process, hygiene and high quality of the meat produced.

Proposed the **THREE (3)** pillars for halal slaughtering to ensure the slaughtering process went well according to halal requirement.

(15 marks)

- END OF QUESTIONS -

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