



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2019/2020**

COURSE NAME : FOOD PRODUCTS MANAGEMENT  
AND MARKETING

COURSE CODE : BWD 40203

PROGRAMME CODE : BWD

EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **SIX (6)** PAGES

- Q1**
- (a) “A major responsibility for all managers is the support of company based systems designed to ensure the quality of products or services”. Discuss why quality has become such a live issue today. (2 marks)
  
  - (b) Operations management (OM) is an activity that relate to the creation of goods and services through the transformation of inputs to outputs. Propose the operations of the following organizations using the transformation model. Carefully evaluate the transforming resources, transformed resources, the type of transformation process, and the output from the transformation process for:
    - (i) Fast Food Restaurant (4 marks)
  
    - (ii) Food Factory (4 Marks)
  
  - (c) The whole point of process design is to make sure that the performance of the process is appropriate for whatever it is trying to achieve. Mention with reason the type of production process you will like to recommend for
    - (i) An industrial manufacturing supplement herbs and medicines (3 marks)
  
    - (ii) A food company (3 marks)
  
  - (d) There are many reasons why variability occurs in processes. For instance, the late (or early) arrival of material, information or customers, a temporary malfunction or breakdown of process technology within a stage of the process or the recycling of ‘mis-processed’ materials. Analyze **TWO (2)** fundamental of variability. (4 marks)
- Q2**
- (a) An exchange process is simply when an individual or an organization decides to satisfy a need or want by offering some money or goods or services in exchange. Appraise **FOUR (4)** types of market in the exchange process. (4 marks)
  
  - (b) Supply chain management is critical in driving down inventory investment. The rapid movement of goods is key. Therefore the best-known benchmarking system of supply chain management is the Supply Chain Operations Reference model (SCOR). Propose any **ONE (1)** of the well-known individual techniques turned into an integrated approach. (6 marks)

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- (c) Job design specifies the tasks that constitute a job for an individual or a group. An effective human resources strategy also requires consideration of the psychological components of job design. These components focus on how to design jobs that meet some minimum psychological requirements. Identify some of the options available to operation managers when it comes to introducing job design opportunities – relating these to a work situation. (4 marks)
- (d) Many operations management decisions involve trying to make the most effective use of an organization's resources. Resources typically include machinery, labor, money, time, and raw materials. These resources may be used to produce products or services. Compare and contrast the activities within operations management across **THREE (3)** different sectors such as: manufacturing, services, not-for-profit, retail, construction or other relevant sectors. (6 marks)

- Q3** (a) Gardenia Bakeries (KL) Sdn. Bhd. is an associate company of Padi Beras Nasional Berhad. Gardenia now produces a variety of baked products to satisfy customer's demand. Gardenia is collecting the year productivity report as shown in **Table Q3 (a)** for its top management. The average labor rate is 3 units per hour and raw material is 2 units per hour.
- (i) Calculate total productivity for the last year and this year. (4 marks)
- (ii) Evaluate why productivity has increased /decreased. (1 marks)
- (b) Osborne Industries is compiling the monthly productivity report for its Board of Directors. Based on **Table Q3 (b)**, calculate the following:
- (i) Labor productivity (1 marks)
- (ii) Machine productivity (1 marks)
- (iii) The multifactor productivity of dollars spent on labor, machine, materials, and energy. Assume that the average labor rate is RM 15 an hour, and the average machine usage rate is RM 10 an hour. (3 marks)
- (c) Process selection is the development of the process necessary to produce the designed product. Product design defines as a product's characteristics of appearance, material, dimension, tolerance, and performance standards. Enumerate **FOUR (4)** basic steps of the product design process. (4 marks)

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- (d) A product can be a business product or a consumer product. Consumer products can also be further broken down into specific categories, such as convenience goods, shopping goods and specialty goods. Distinguish **ALL** of these categories as a product. Give **ONE (1)** example that you think its belonging in each category.

(6 marks)

- Q4** (a) Consumer behavior refers to buyers who are purchasing for personal, family or group use. The level of involvement reflects how personally important the product or service to be purchase is to the consumer, how interested the consumer is in consuming a product and how much information he wants before making a purchase decision. Distinguish between high-involvement and low-involvement in decision making.
- (4 marks)
- (b) The Supply Chain Operations Reference model (SCOR) is a broad, but highly structured and systematic. Recognize the **TWO (2)** well-known individual techniques turned into an integrated approach of this model.
- (2 marks)
- (c) The advertising strategy includes a description of your target audience and the message you want that audience to receive. Explain the difference between creative strategy and creative tactics in advertising.
- (4 marks)
- (d) Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual (customer) and organizational objectives. Set up the **SIX (6)** common characteristics of marketing.
- (6 marks)
- (e) The marketing mix is a crucial tool to help understand what the product or service can offer and how to plan for a successful product offering. Illustrate the **FOUR (4)** marketing-mix elements that may satisfy the consumers.
- (4 marks)
- Q5** (a) You were hired as a marketing manager in a food company that is going to produce a chocolate for healthy diet to compete with an existing product. Describe the target segment characteristics and the reflect of that on a marketing mix strategy.
- (5 marks)

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- (b) The general manager of a company that produces juice cans has assigned a task to you as a marketing manager to apply the principles of sustainable marketing. Enlighten your strategy to change the following:
- (i) Product content and packaging. (2 marks)
  - (ii) The pricing strategy (2 marks)
  - (iii) Target segments. (6 marks)
- (c) For a product provider, the person(s) or organization(s) selected as potential customers are referred to as the target market. There is a certain strategic approach to the market. Segmented is one of the strategic approaches to the market and this strategic is an effective strategy to distinguish your brand from competitors. Clarify in details. (4 marks)
- (d) Recall basically what product life cycle is. State with reason whether the life cycle of a product can be extended. (3 marks)
- (e) Strategic marketing planning involves setting goals and objectives, analyzing internal and external business factors, product planning, implementation and tracking your progress. Define the role of external analysis in the strategic marketing planning process. (2 marks)

– END OF QUESTIONS –

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**Table Q3(a)**

<b>Unit produced</b>	<b>Last year</b>	<b>This Year</b>
Output	150 000 units	175 000 units
Labor Hour	8 000 units	10 500 units
Raw materials	25 000 units	34 000 units
Utilities	10 000 units	11 500 units
Capital	RM 90 000	RM 100 000

**Table Q3(b)**

Units produced	100 units
Labor hours	10 units
Machine hours	5 units
Cost of materials	RM 35
Cost of energy	RM 15

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