

# **NIREM Institute of Real Estate Management**

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## **Certificate in Real Estate Marketing (RPL)**

### **Syllabus**

The Recognition of Prior Learning Programs assesses your existing knowledge and experience in your area; therefore questions based on practical aspect of real estate market and business with a particular focus to real estate marketing are asked. If you have some knowledge and experience in real estate marketing, you should be able to answer these questions. Questions would be asked from the following areas:

- Housing & Real Estate Market
- Basics of Residential and Commercial Real Estate
- Real Estate Marketing
  - Market Research
  - Market Analysis
  - Marketing Strategy
  - Advertising & Promotion
  - Sales Management
- Property Sales & Brokerage
- Property Transaction Process
- Basic Legal Aspects

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**Sample Questions**

1. Which of the following are the key challenges faced by the real estate sector?
- A. Rising mortgage rate
  - B. Multiple approvals
  - C. Both A & B
  - D. None of the above

Ans. (C)

2. Which of the following is/are any city's comparative advantage?
- A. Transportation facility
  - B. Educational Facility
  - C. Created environment
  - D. A, B & C

Ans. (D)

3. A listing agreement must have:
- A. A beginning date and a termination date.
  - B. The list price at which the property will be offered for sale.
  - C. The amount of compensation offered to the broker, whether it is in the form of a flat fee or percentage of the sales price.
  - D. All of the above

Ans. (D)

4. Effective market research analyses:
- A. Competitive supply of units
  - B. Likely preferences of consumers
  - C. Both the above
  - D. None of the Above

Ans. (C)

5. The marketing timetable determines
- A. When the sales staff are hired
  - B. Purchase of on-site merchandising elements
  - C. Retention of consultants
  - D. All of the above

Ans. (D)

6. The marketing plan should begin as soon as the:

- A. Site is secured
- B. Half of the development is complete
- C. Completion of all development
- D. None of the above

Ans. (A)

7. Which of the following is true?

- A. An encumbrance may decrease the value of a property
- B. An encumbrance may increase the value of a property
- C. Encumbrance has no effect on the value of the property
- D. None of the above

Ans. (A)

8. Which of the following unit may attract Preferential Location Charge (PLC):

- A. A park facing unit
- B. A corner unit
- C. None of A & B
- D. Both A & B

Ans. (D)

9. A comparative analysis of projects in any area for clients should include:

- A. Average price per square foot and key features of projects.
- B. Location of projects.
- C. Proximity to basic amenities such as school, parks, banks etc.
- D. All of the above.

Ans. (D)

10. A triplex apartment is spread over how many floors?

- A. One
- B. Two
- C. Three
- D. Four

Ans. (C)