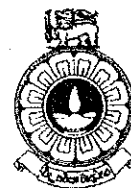


The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Civil Engineering



Study Programme	: Bachelor of Technology Honours in Engineering
Name of the Examination	: Final Examination
Course Code and Title	: CEM7104 Estimating Tendering & Marketing in the Construction Industry
Academic Year	: 2017/18
Date	: 25 th January 2019
Time	: 0930-1230hrs

General Instructions

1. Read all instructions carefully before answering the questions.
 2. This question paper consists of **Six (6)** questions in **Two (2)** pages.
 3. Answer any **Four (4)** questions only. All questions carry equal marks.
 4. Answer for each question should commence from a new page.
 5. Relevant charts/ codes are provided.
 6. This is a Closed Book Test (CBT).
 7. Answers should be in clear hand written.
 8. Do not use Red colour pen.
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SECTION A: ESTIMATING AND TENDERING**Q1.**

Multi-disciplinary Consultancy Organization is commissioned by a client to prepare and submit a feasibility report for constructing a factory cum stores building having ground and three upper floors. Gross area of the proposed building is approximately 1,680 m². The site is situated in a suburb of Colombo where a public sewage disposal system is not available. Prepare a format of a 'Site Visit Report' assuming the site is situated at close proximity to a river but not subject to flooding. The information revealed in the report shall furnish adequate data to prepare a preliminary cost guide for the proposed project.

(Marks 25)

Q2.

Bills of Quantities which form an essential part of bidding documents issued to bidders under measure and pay type of contracts includes a Preliminaries Section. Payment Procedure of items in the Preliminaries Section vary substantially. Explain the payment procedure recommended for providing Engineer's Facilities and Contractor's Facilities within the site as stated in 'Guidelines for the Preparations of Bill No. 1 Preliminaries ICTAD Publication No. -ICTAD/ID/04'.

(Marks 25)

Q3.

Contractor's decision to bid for a proposed project requires careful consideration of several important factors. State and describe the factors concerned, assuming the client is a private sector organization and contract will be based on CIDA/SBD/02 (Procurement of Works).

(Marks 25)

Q4.

- (a) An open air parking area of size 36.0 m x 16.0 m consisting of 150 mm thick Grade 30 concrete slab laid on well compacted 25 mm thick sand bedding. Sand bedding is to be laid on compacted 300 mm thick gravelly earth fill. The finished level of concrete slab shall be 50 mm above existing ground level. Prepare the bill of quantities for the above construction and a schedule of required materials.

(Marks 15)

- (b) In competitive bidding rates quoted for respective items of work in the bills of quantities are required to be inclusive of contractor's overheads and profit, unless otherwise stated. Identify and explain the components comprising the overheads.

(Marks 10)

SECTION B: MARKETING

Q5.

- (a) Explain with the aid of the product 'medium size house' how a business venture could implement the three alternative business strategies namely, 'product', 'production' and 'selling', while emphasizing on the focus and means of each strategy.

(Marks 08)

- (b) Explain how a firm engaged in selling the product 'medium size house' adopts marketing strategy to succeed in business.

(Marks 08)

- (c) Explain how the marketing mix ('four Ps') could be used by a paint manufacturer trying to introduce a new product of enamel paint.

(Marks 09)

Q6.

- (a) Explain how a large scale local contractor could use market research for survival in the face of competition.

(Marks 10)

- (b) There are many approaches a firm can adopt in selecting a target market. Describe each approach while supporting your answer with diagrams.

(Marks 08)

- (c) Describe what is meant by 'market segmentation' and explain how this procedure could be used by a firm manufacturing different types of paints, in order to maximize profits.

(Marks 07)

