



**CEX7104/CEP 2104/CEE 7107 -Estimating Tendering & Marketing in the
Construction Industry**

FINAL EXAMINATION -2005

011

Time Allowed : Three (03) Hours

Date: 2006 - 03- 16 (Thursday)

Time : 0930 - 1230 hrs.

Answer Four (04) questions with at least one (01) question from each section.

Section A: Estimating and Tendering

Q1. The Architect of a residential development project seeks advice of the Project Quantity Surveyor regarding the cost and time aspect of the following alternative specifications for the external non load bearing walls. The building consists of a Basement floor, Ground floor, and Ten Upper floors.

- i. 220 mm thick common brick wall in 1:6 cement, sand mortar plastered both sides with 15 mm thick 1:1.5 lime, cement, sand mortar painted internally with emulsion paint and externally with external quality emulsion paint.
- ii. 220 mm thick extruded wire cut clay brickwork exposed externally with recess pointing and internally plastered and painted as above.

If you are the Project Quantity Surveyor write a short report giving opinion on the above alternatives.

Following onsite prices and wages have been provided;

i) Portland cement	-	Rs. 560/= per bag
ii) River Sand	-	Rs.1,810/=per m ³
iii) Common clay brick -		Rs.4, 750/= per 1,000 (average size of a brick is 206 x 95 x 58 mm)
iv) Wire cut clay brick	-	Rs. 7,250/= per 1,000 (brick of standard size)
v) Lime (slaked)	-	Rs.7 ,600/= per m ³
vi) Paint Primer	-	per litre Rs.372/=
vii) Paint -Emulsion	-	per litre Rs.412/=
viii) Paint -External Emulsion	-	per litre Rs.460/=
ix) Labour -skilled	-	Rs.540/= per 8hrs day
x) Labour unskilled	-	Rs.375/= per 8hrs day

(Marks 25)

Q2. Discuss in detail the differences between a preliminary cost estimate and a cost plan, well supporting your answer with examples taken from the construction industry.

(Marks 25)

Q3. Prior to the introduction of the ICTAD Formula Method of calculating the adjustment to Contract Price due to fluctuation of prices the Reimbursement Method was employed for determining such adjustments. Discuss in detail the advantages and disadvantage of these two systems.

(Marks 25)

Q4. Name and describe the constituent parts of a Bid Document as required by the Standard Bidding Document ICTAD SBD/O2 or Guideline on Government Tender Procedure August 1997.

(Marks 25)

Section B: Marketing

Q5.

(a) Explain the four important business strategies (concepts) related to selling and marketing functions with a special reference to their beliefs, focus and means. Using 'house' as a product explains how these strategies can be used in the Real estate property business.

(Marks 12)

(b) Medium scale contractors of Sri Lankan construction industry are facing numerous problems. Explain your views on practicing 'target marketing' as a solution. Support your answer with examples.

(Marks 13)

Q6.

(a) Explain what is meant by market segmentation while identifying its advantages. Discuss how a paint manufacturer adopts this procedure to succeed in his venture.

(Marks 12)

(b) Describe 'four Ps' of marketing mix. Enrich your answer by citing examples taken from the construction industry.

(Marks 13)