



CEX7104 - Estimating Tendering & Marketing in the Construction Industry

029

FINAL EXAMINATION - 2007

Time Allowed : Three Hours

Date: 2008 - 04 - 27 (Sunday)

Time: 0930 - 1230 hrs

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

**SECTION A: ESTIMATING AND TENDERING**

Q1.

Provincial sums are included in Bills of Quantities either to facilitate selection of specialist contractors for such work and include indicative sums for work which may eventually be entrusted to the main contractor. Explain in sufficient details how Provisional Sums of these two categories should be handled by the Consultant / Engineer both at pre-contract & post-contract stages.

(Marks25)

Q2.

The bid documents permit the bidders to propose an alternate offer for the structure of the buildings. The contract comprise mainly the construction of detached housing units using load bearing brick walls, timber framed, corrugated asbestos cement sheet covered roofs, glazed timber windows, and timber doors. A tenderer who has facilities for manufacturing pre cast units wishes to give an alternative offer based on a pre cast concrete structure. If you are the estimator / quantity surveyor preparing the tenderer's bid, write down the salient factors you would present in qualifying the alternate offer.

(Marks25)

Q3.

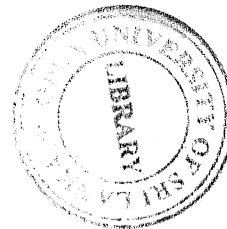
Bidding document for a Lump Sum Contract includes the following description for basement excavations.

"Excavate in sandy clay Soil for basement not exceeding 3 metres deep from existing ground level"

The quantity stated is the nett quantity of excavation bounded by the external walls. Walls are in concrete of with water proof external faces. In computing the cost of excavation using appropriate machinery and equipment, identify the factors affecting the cost which are not categorized under the item description.

From the above description you will realize that the item does not conform to either SLS 573 or any other Standard Method of Measurements. Therefore, you are expected in discuss your answer with respect to activities of significant cost implications.

(Marks25)



Q4.

Prepare the breakdown for the basic cost of a window of the following description;

Frame:	95 x 70 mm rebated frame
Sashes:	25 mm thick with all rails and styles 63 mm wide
Glazing:	In clear float glass 5 mm thick
Hinges:	100 x 75 brass butt hinges fixed with 20 mm brass screws.
Pull Rings:	Brass
Caseament stays:	Brass, 225 mm long.

Size of Window (Over all): 2100 x 1350 mm with 2 mullions and 3 sashes of equal size.

The following cost information shall be used in estimating the basic cost of one window unit.

Balau timber for frame - 100 x 75 mm Rs. 145/- per metre.

Mahogany timber planks for sashes - 32 mm thick Rs. 1340/ per square meter

Labour:	Skilled	Rs. 760.00 per 8 hrs. day
	Un skilled	Rs. 500.00 per 8 hrs. day.

You may assume reasonable prices for ironmongery items.

## SECTION B: MARKETING

Q5.

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

(Marks 13)

b.) Elaborate in detail what is understood by market research. Explain how a local contractor engaged in construction could use market research for survival in the face of stiff competition.

(Marks 12)

Q6

a.) There are many approaches a firm can take in selecting a target market. Describe each approach and support your answer with diagrams.

(Marks 06)

b.) Give examples for different 'products' and 'markets' under each approach referred to in the part (a) for selection of target market, based on the product 'paint'.

(Marks 06)

c.) Describe what is meant by 'market segmentation' and explain how this procedure could be used by a builder engaged in building houses for sale to succeed in his business.

(Marks 06)

d.) Describe four P's of marketing mix.

(Marks 07)

