



THE OPEN UNIVERSITY OF SRI LANKA
 Department of Civil Engineering
 Construction Management Programme - Level 7
 Post Graduate Diploma
CEX7104- Estimating Tendering & Marketing in the Construction Industry

FINAL EXAMINATION - 2013/2014
 Time Allowed: **Three (03) Hours**

Date: 13-08-2014 (Wednesday)

Time: 0930 - 1230 hrs.

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

SECTION A: ESTIMATING AND TENDERING

Q1.

Explain the advantages of "Elemental Preliminary Estimating System" over other systems such as Superficial Area Method, Cube Method and Storey Enclosure Method. Identify the probable elements of an Elemental Preliminary Estimate for a proposed multi storey modern apartment building having two basements for parking, secant piling, structural pile foundations and all necessary services.

(Marks 25)

Q2.

Prepare a comparative analysis of the initial cost and cost in use for the following finishes to external walls of a multi storey building.

- (a) 15 mm thick, 1:5 cement-sand plaster with lime putty finish painted with external quality weather resistant paint.

Price of a 4 liter container is Rs.3750/- excluding taxes

Coverage is 17 m² per litre for a single coat

- (b) PVC coated profiled aluminum cladding to walls

Price of a sheet of size 3.66 m x 1.20 m is Rs. 13,400, excluding taxes

(Marks 25)

Q3.

Calculate the basic cost of a load bearing cement-sand hollow block wall of 190 mm thick in 1:5 cement-sand mortar with 1:8 cement-sand mortar filling to cavities in blocks and 150 mm wide stiffener columns at 3500 mm centers. Stiffener columns shall be in grade 20 concrete (recommended mix 1:2:4 - 20 mm) and rod reinforcement ratio is 70 kg per m³ of concrete. Selling price of a block of size 390 x 190 x 200 mm is Rs. 120 without taxes.

(Marks 25)

Q4.

In preparing bids for construction contracts the bidders must be fully aware of risks to be borne by them. Discuss the manner in which the financial consequence of the following risks could be managed;

- a) No provision in the contract to adjust the contract price due to fluctuation of price of material, rates of labour, plant hire etc.
- b) Payments certified by the Engineer to be made to the Contractor by the Employer is within 91 Days.
- c) Defects Notification Period (Defects Liability Period) is 730 days.

(Marks 25)

SECTION B: MARKETING

Q5.

- (a) Explain the four important business strategies which entrepreneurs tend to adopt to succeed in their businesses. The answer should have a special reference to the beliefs, focus and means of each strategy. You may use the case of a company manufacturing paints to illustrate your answer.

(Marks 15)

- (b) Describe the concept of 'customer orientation'. Explain how a company building houses for sale fails when it is 'not customer oriented'

(Marks 10)

Q6.

- (a) Describe in detail what is understood by market research. Explain how local contractors could adopt market research for survival in the face of stiff competition.

(Marks 12)

- (b) There are many approaches a firm can take in selecting a target market. Describe each approach supporting the answer with diagrams and illustrating the answer with a case of a paint manufacturer.

(Marks 07)

- (c) Write a short descriptive note on 'Segmenting Consumer Markets'.

(Marks 06)