

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 - 2012/2013**

**Time Allowed: Three (03) Hours**

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Date: 31-07-2013 (Wednesday)

Time: 0930 - 1230 hrs.

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

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## **SECTION A: ESTIMATING AND TENDERING**

**Q1.**

Explain in detail the factors to be considered in determining the Main Contractor's Attendance fee on Provisional Sums allocated for work to be entrusted to nominated sub contractors. In providing the explanation, you are required to cover all potential factors and the significance of each factor.

(Marks 25)

**Q2.**

"Pricing Preambles" in a Bill of Quantities identify the factors or certain additional work to be considered when pricing items of work under various trades. State and explain which additional cost shall include in pricing the following;

- a) Excavating pits or trenches for foundations
- b) MS reinforcements for concrete
- c) Roof covering with corrugated asbestos cement sheets
- d) Timber roof framing

(Marks 25)

**Q3.**

Soffit of a reinforced concrete staircase including exposed sides of step, waist and landing of a single storey building are to be plastered with 1:3 cement sand mortar finished smooth with lime putty. Width of each flight is 1.20 m and inclined length is 3.75 m. The landing is 4.0 m long and 1.20 m wide. Estimate the cost of plastering. Assumed prices of material and labour required shall be stated.

(Marks 25)

Q4.

Bills of Quantities often include items of work requiring "Extra over" rates. Explain the term "Extra Over" and state the method of arriving at the extra over rates for the following;

- a) Extra over for uPVC Tees and Bends in pipe lines
- b) Extra over Excavation in ordinary soil for excavating in rock
- c) Extra over pre-cast concrete kerbs for pre-cast concrete curved kerb units.

(Marks 25)

## 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)