

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 - 2014/2015**  
 Time Allowed: **Three (03) Hours**

Date: 26-08-2015 (Wednesday)

Time: 0930 - 1230 hrs.

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

### SECTION A: ESTIMATING AND TENDERING

#### Q1.

Preliminaries Section in a Bill of Quantities includes pricable general items, the cost or expenses of which cannot be attributed to any particular trade or section in the Bill of Quantities. These items are classified under 7 categories in Mode of Payment in the "Guidelines for the Preparation of Bill No.1 Preliminaries (ICTAD/1D/04)". Group the standard Preliminaries Items under each of these classifications.

(Marks 25)

#### Q2.

Money Provision section of Bill of Quantities includes a provisional sum for dry wall partitioning and suspended ceiling system to be entrusted to a nominated sub contractor. Immediately following this item there is another for Main Contractor's Attendance Fee. Explain the purpose of including a provision for quoting an Attendance Fee.

(Marks 25)

#### Q3.

An open court of size 60m x 75m of a building is to be paved with wire-cut extruded standard size clay bricks. The bricks are to be laid flat on well compacted 75mm thick sand bed; the sub grade is to be manually compacted before laying the sand bed. Paved area shall be finished to a slope of 1:400. The upper edge of the paved area and the sides shall be lined with precast concrete kerbs and the lower edge provided with precast kerbs and channel units. Kerbs and kerb & channel units shall be set in Grade 20 Concrete. Following are the prices at source of supply and the labour wage rates, you may assume reasonable prices for materials or costs of activities not stated;

Portland cement	Rs. 830.00 per 50 kg bag
Sand	Rs. 4540.00 per m <sup>3</sup>
Wire cut bricks	Rs. 34.00 each
Precast concrete kerbs size 225 mm x 150 mm (overall) x 600mm long	Rs. 270.00 each
Precast concrete 'kerbs & channel' unit 350 mm x 400 mm x 600 mm long	Rs. 875.00 each
Skilled Labour	Rs. 1300.00 per 8 hr. day
Unskilled Labour	Rs. 900.00 per 8 hr. day

Estimate the basic cost for the above work.

(Marks 25)

**Q4.**

Rates quoted by the bidder under respective item of work generally consist of basic rate, overheads and profit. State and briefly explain items or activities considered under overhead component in preparing a Bid for construction of a low-rise building located outside city limits.

(Marks 25)

**SECTION B: MARKETING****Q5.**

(a) Explain with the aid of the product 'cement-sand block' 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 'cement-sand block' 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) There are many approaches a firm can take in selecting a target market. Describe each approach with the aid of illustrations.

(Marks 07)

(b) Using the core product (or service), 'designing of building/civil engineering structures', provide examples for different 'product (or service)' and 'markets' under each approach referred to in part (a) for selection of target market.

(Marks 09)

(c) Describe what is meant by 'market segmentation' and explain how this procedure could be used successfully by a manufacturer engaged in producing paint.

(Marks 09)