

THE OPEN UNIVERSITY OF SRI LANKA
 Department of Civil Engineering
 Construction Management Programme - Level 7
CEX7104- Estimating Tendering & Marketing in the Construction Industry
FINAL EXAMINATION - 2015/2016
 Time Allowed: Three (03) Hours



Date: 25-11-2016 (Friday)

Time: 0930 - 1230 hrs.

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

SECTION A: ESTIMATING AND TENDERING

Q1.

Bill of Quantities issued with the bidding documents of a project contains a comprehensive Preliminaries Bill conforming to ICTAD Publication ICTAD/ID/04.

With respect to pricing the items of work in Bills of Quantities of this project, comprehensively describe the method of determining the overheads and profit components to be included in the rates.

(Marks 25)

Q2.

Calculate the cost of providing a brick paved cement rendered floor to a rectangular living room of a house having wall to wall dimensions of 10.75 mx4.50 m. The necessary information is provided below:

- The plinth wall of wall foundation is 300 mm wide.
- Bricks are burnt clay bricks of standard size conforming to SLS 39
- Earth filling under floor is 375 mm (average) thick
- Rendering on brick paving shall be 20 mm thick in cement, sand mortar finished smooth with cement slurry

Prices of materials required (delivered to site)

Earth for filling under floors	Rs. 740.00	Per m ³
Brick	Rs. 19,000.00	Per 1000
Cement	Rs. 930.00	50 kg bag
River sand	Rs. 4100.00	Per m ³
Skilled labour	Rs. 1800.00	8 hours day
Unskilled labour	Rs. 950.00	8 hours day

(Marks 25)

Q3.

Comprehensively discuss the factors to be considered, giving reasons, prior to pricing of the Bills of Quantities of a project which has to face competitive bidding which may affect the prices to be quoted and also the decision to bid.

(Marks 25)

Q4.

Attached is the Architect's detail drawing which shows timber glazed window type W1. The window is fixed to the brick wall with galvanized MS 'hold fasts'. Ironmongery items are not shown in drawing but need to be taken into consideration and be itemized. List out the item or components of the window in detail describing the material sizes, finish required, sizes of each member and quality. You are not required to price the list of items.

(Marks 25)

SECTION B: MARKETING

Q5.

- (a) Explain the four possible 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 accomplishing each strategy. You may use the case of a property developer building houses 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) Explain how a C1 contractor, according to the grading of the Construction Industry Development Authority (CIDA) could use market research for survival in the face of competition.

(Marks 10)

- (b) There are many approaches a firm can take in selecting a target market. Describe each approach with the support of diagrams. Also enrich your answer taking the case of a paint manufacturer.

(Marks 08)

- (c) Describe what is meant by 'market segmentation' and explain how this procedure could be used by a company manufacturing different types of paints, in order to maximize profits.

(Marks 07)

W1
TIMBER GLAZED WINDOW

