

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 - 2016/2017  
 Time Allowed: Three (03) Hours




---

Date: 17-11-2017 (Friday) Time: 0930 - 1230 hrs.

---

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

---

### SECTION A: ESTIMATING AND TENDERING

**Q1.**

State and explain the purpose of including a Preliminaries section in Bills of Quantities which is an integral part of the Bidding Document. Further, explain the procedure recommended for releasing the amount stated for "Temporary Buildings or Structures" under Engineer's Facilities, Contractor's Facilities etc.

(Marks 25)

**Q2.**

Citing examples, explain the terms "Non-Adjustable Items" and "Input Percentages" contained in the ICTAD Formula used for adjusting Contract Prices due to fluctuation of prices of materials, labour etc. Also explain the method of computing Input Percentages.

(Marks 25)

**Q3.**

Due to seepage of moisture through one of the walls of a basement floor, it was found necessary to water proof the external face of the wall which was abutting the ground. Water proofing consisted of 20 mm thick, 1:2 cement-sand rendering with a water proofing additive (in powder form) mixed with cement in the proportion of 1: 6 (additive powder: cement), and external face finished smooth with cement slurry.

Calculate the quantities of materials required for water proofing and earth excavation necessary in providing working space to carry out the water proofing treatment. Length of the wall is 5.50 m and total height including basement slab thickness is 2.80 m.

Also state the work involved in preparing surface of the wall requiring water proofing treatment.

(Marks 25)

**Q4.**

Explain in detail the way in which the Bid Price is determined in pricing the Bill of Quantities if the Contract does not permit adjustment of Contract Price due to fluctuation in prices of materials, labour, equipment hire etc.

You may assume the construction period of the Works to be 2.5 years (approximately 912 days) and that the Contract is based on CIDA/ICTAD publication SBD/02. You are required to give reference to the relevant sections of the CIDA/ICTAD publication.

(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. Illustrate your answer adequately by taking the example of a company manufacturing emulsion paint.

(Marks 10)

- (b) Describe the concept of 'customer orientation'. Explain how a company building houses for sale fails when it is 'not customer oriented', illustrating your answer with examples from the construction industry.

(Marks 07)

- (c) Explain how a pantry cupboard manufacturer could apply four P's of marketing mix in his business.

(Marks 08)

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 09)

- (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 08)

- (c) Describe what is meant by 'market segmentation' and explain how this procedure could be used successfully by a builder engaged in building houses for sale.

(Marks 08)