

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



033

FINAL EXAMINATION - 2008
Time Allowed: Three (03) Hours

Date: 30-03-2009 (Monday)

Time: 0930 - 1230 hrs.

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

SECTION A: ESTIMATING AND TENDERING

Q1.

Briefly describe the main purpose of preparing Preliminary Cost Estimates. If you are engaged by an Architect who is the Lead Consultant to a high rise residential building project, explain the most appropriate method of preparing Preliminary Estimate at the initial designing stage of the assigned project and justify your choice.

(Marks 25)

Q2..

According to a Variation Order issued by the Engineer, the Contractor is required to build a rubble in cement and sand mortar wall foundation in lieu of an R. C. C. strip footing with brick in cement and mortar plinth, which is included in the Contract Bill of Quantities. Explain clearly the method of determining the cost of this variation and list out all assumptions made.

(Marks 25)

Q3.

The Bill of Quantities forming part of a Bidding Document includes a comprehensive Preliminaries Bill. Assuming that the items of work in the Bills of Quantities have been priced by using basic rates, explain the method of determining the Overheads and Profit Component to be included in the rates. The project is a rural hospital complex comprising Outdoor Patient Department, Wards for 240 patients, Doctor's and Nurse's Quarters, Water & Sewage Treatment Plants etc. The approximate cost of works is Rs. 125,000,000.00. The hospital complex is situated in Monaragala District.

(Marks 25)

Q4.

A rectangular area of 35.0 meters x 115.0 meters is to be paved with inter locking paving blocks having an overall size of 220mm x 110 mm x 80mm (thickness). The ground to be paved is reasonably even. Paving blocks shall be laid on a compacted sand bed of 100 mm. The perimeter of the paved area shall be lined with precast concrete kerbs of overall size of 75 mm x 300mm (height) x 600mm embedded in concrete of Grade 15 (25 mm aggregate) as shown in Figure 1. Calculate the basic cost of paving as described above by using the following prices of materials and labour rates (you may make suitable assumptions);

• Skilled Labour	-	Rs.	820.00 Per Day
• Unskilled Labour	-	Rs.	600.00 Per Day
• Portland Cement	-	Rs.	760.00 Per 50 kg bag
• Sand	-	Rs.	2685.00 Per m ³ at the site
• Inter locking Blocks	-	Rs.	43.00 each.
• Precast concrete kerbs 75 mm x 300 mm (height) x 600 mm	-	Rs.	410.00 each.

(Marks 25)

SECTION B: MARKETING

Q5.

- (a) Explain with the aid of the product 'house' how the marketing concept is different from other alternative concepts under which organisations conduct their marketing activities. (Marks 06)
- (b) Enumerate and explain the nature of marketing functions. Illustrate your answer using the product 'house'. (Marks 14)
- (c) Explain what is understood by customer orientation. (Marks 05)

Q6.

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

(Marks 12)

- (b) There are many approaches a firm can take in selecting a target market. Describe each approach and support your answer with diagrams.

(Marks 06)

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

(Marks 07)

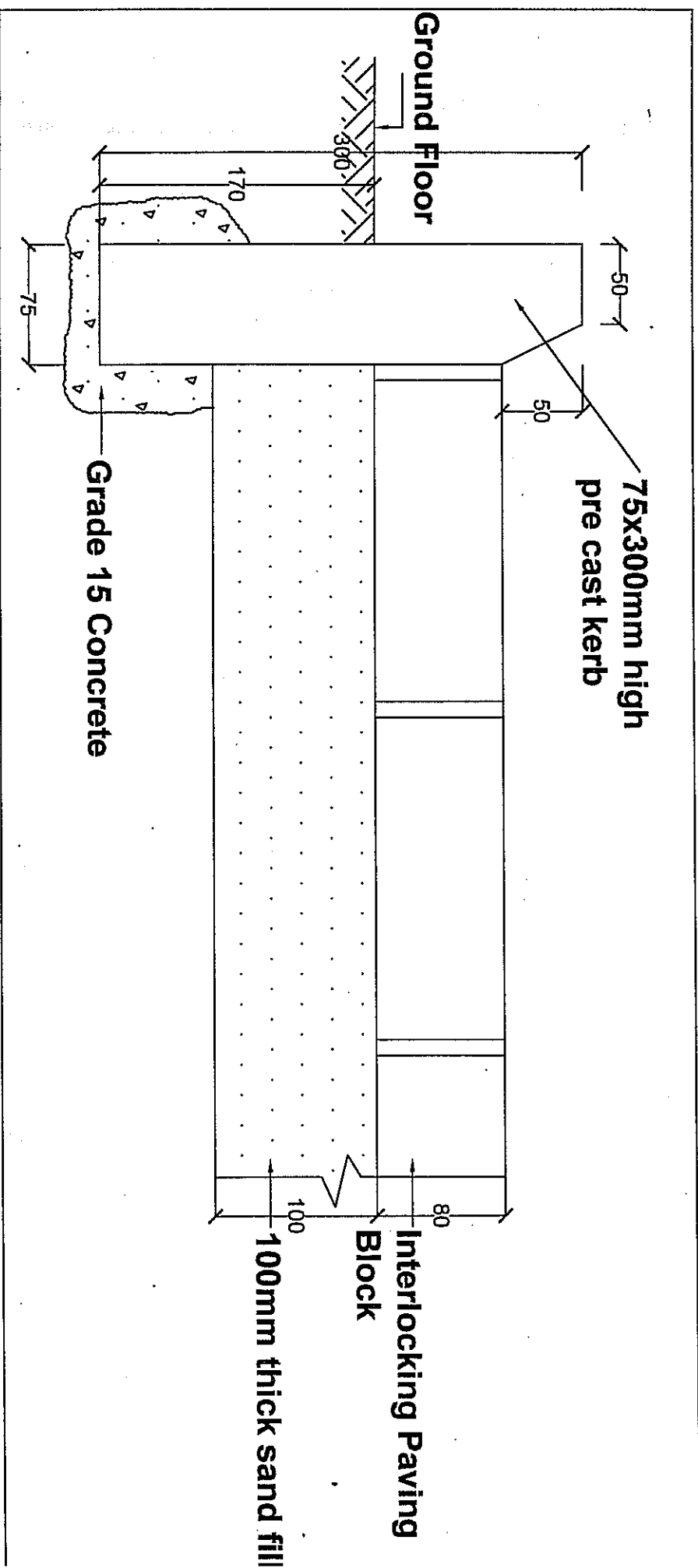


Figure 1