SUBJECT CONSTRUCTION ECONOMICS AND MANAGEMENT 3A

SUbject Code ENPD3EAH1

Duration 3 hrs Total Marks 100

INTERNAL EXAMINER: O NKWONTA
EXTERNAL MODERATOR: O DHLIWAYO.

PLEASE ANSWER ALL THE QUESTIONS
MARKETING MANAGEMENT

1. What are the advantages and disadvantages of Return on capital employed and payback?

2. Define these expressions
   A. Product marketing
   B. Service marketing
   C. Net present value
   D. Sustainable competitive advantage
   E. Return on capital employed.

3. What is marketing mix and explain the two types of marketing mix?

LOGISTICS AND PROCUREMENT

1. What are the traditionist perspective and relabeling perspective with regards to procurement?

2. What are the similarities between vertical and horizontal integration?

3. Explain in details how you can implement the procurement process.

LAND REFORM

1. What are the structure and mechanics of the Land reform programme?

2. What do you understand by marriage and Land rights in rural South Africa?

3. What is the origin and roots of land reform programme?
1. As a Project Leader in a construction company, how do you manage risk in the company? (5)
2. What are the cultural/social norms in dealing with human resources? (5)
3. How does the legal frame work impact operations in construction Industry? (5)
4. What are the steps in managing International construction project risk? (5)

INTERNATIONAL LEGAL ENVIRONMENT FOR THE CONSTRUCTION INDUSTRY

1. What are the differences in several countries with regards to Evershed documents? (5)
2. What are the economic factors impacting on construction? (5)
3. List and explain the construction laws that you learn in this course. (5)
4. What is the function of a project manager with regards to procurement documents, scope, staffing, schedule and cost? (5)