

Environmental scanning: 21

- Environmental scanning is the ongoing tracking of trends and occurrences in an organization's internal and external environment that bear on its success, currently and in the future.
- The results are extremely useful in shaping goals and strategies.
- Effective environmental scanning examines both quantitative and qualitative changes.
- Ultimately, you should create a set of key environmental indicators - internal, external, qualitative and quantitative that you believe have the most important potential impact on the work you do.

Balance sheet:

- A statement of the assets, liabilities, and capital of a business or other organization at a particular point in time, detailing the balance of income and expenditure over the preceding period.
- A balance sheet is a financial document designed to communicate exactly how much a company or organization is worth - its so-called "book value".

Break-even point:

- In business accounting, the break-even point refers to the amount of revenue necessary to cover the total fixed and variable expenses incurred by a company within a specified time period.
- This revenue could be stated in monetary terms as the number of units sold or as hours of service provided.

Explain characteristics of a leader? 30

- * **Integrity:**
 - The important of integrity should be obvious through it may not necessarily be a matrix in employee evaluation. Integrity is an essential leadership trait for the individual and the organization.
- * **Ability to delegate:**
 - Delegating is one of the core responsibilities of a leader, but it can be tricky to delegate effectively.
- * **Communication:**
 - Effective leadership and effective communication are intertwined. The best leaders are skilled in communications who are able to communicate in a variety of ways from transmitting information to inspiring others to coaching direct reports.
- * **Self-awareness:**
 - While this is a more inwardly focused trait, self-awareness and humility are paramount for leadership.
- * **Respect:**
 - Treating people with respect on a daily basis is one of the most important things a leader can do.
 - It will ease tension and conflict, create trust, and improve effectiveness.

Define market and marketing? What are the roles of technical manpower in marketing? 22

- Ans: **Market:**
 - Market is the specific group of people you want to reach with your marketing message. They are the people who are most likely to buy your products or service and they are united by some common characteristics like demographics and behaviours.
 - It refers to the whole area of operation of demand and supply.
- Ans: **Marketing:**
 - Marketing is the activities, institution & process of creatively communicating, delivering & exchanging offerings that have value. It refers to promote the buying or selling of a product or service.

Ans: Technical manpower:

- The manpower who has specialized knowledge and skill required to perform a specific job called a technical manpower.

Ans: Role of technical manpower in marketing:

- To design the product in new concept.
- To develop the marketing activities by using new technology.
- To bring technical change in the marketing activities.
- To make effective development program.
- To find which the new product in the market.
- To conduct new innovation in marketing strategy.
- To use new advance technical system.
- To develop new ideas how to achieve certain goal and new ideas for demand & supply.

Define project risk? What are the sources of project risks? 28

- Ans: **Project risk:**
 - Project risk is an uncertain event or condition that, if it occurs, has a positive or negative effect on one or more project objectives such as scope, schedule, cost and quality.
 - A risk may have:
 - one or more causes.
 - one or more impacts.

Ans: Source of project risks are given:

- 1) Project scale:**
 - Absolute size: measured by how much money is invested in the project, how large a team.
 - Relative size: measured by the same factors, but in comparison to other projects in the portfolio.
- 2) Project environment:** The environment the project is taking place in can also create or worsen project risks.
- 3) Project uncertainty:** It's no surprise that the more uncertain the outcome, the more likely it is the project will fall into the 'risky' category.
- 4) Project significance:** The most significant the project to your business, the more important it is to adequately manage risk - and the more risk to the business the project is likely to carry.

What are the ways that a manager 20

What are the various factors that influence consumers behaviour?

- They are mainly 5 factors that influence consumers behaviour:
- i) **Psychological factors:** - Human psychology is a major determinant of consumer behaviour. e.g.: motivation, perception, attitude etc.
- ii) **Social factors:** - Human are social beings and they live around many people who influence their buying behaviour. Some of the social factors are: family, Reference, groups, Roles & status etc.
- iii) **Personal factors:** - When a person has a higher disposable income the purchasing power increases. Some of the personal factors are: Age, Income, lifestyle, occupation etc.
- iv) **Cultural factors:** - When a person come from a particular community, his/her behaviour is highly influenced by the cultural relating to that particular community. Some of the cultural factors are: culture, social class, subcultural etc.
- v) **Economic factors:** - The consumer buying habits and decision greatly depend on the economic situation of a country or a market. Some of the important economic factors are: personal income, family income, saving, liquid asset and consumer credit etc.

What do you mean by B/C ratio and NPV? Show the relation between them? 26

Ans: Benefit cost (B/C) ratio:

- A B/C ratio is a ratio in a cost benefit analysis to summarise the overall relationship between the relative cost and benefits of a proposed project.
- BCR can be expressed in monetary and qualitative terms. If a project is expected to deliver a positive NPV to a firm and its investors.

Ans: NPV (Net present value):

- Net present value is the difference between the present value of the cash inflows and the present value of cash out flows over a period of time.
- NPV is used in capital budgeting and investment planning to analyze the profitability of a project or investment of project.

Ans: Relation between B/C ratio and NPV.

- | B/C ratio | NPV |
|--|---|
| 1. It is used in capital budgeting and investment analysis. | 1. It is also used in capital budgeting and investment analysis. |
| 2. To ascertain B/C ratio NPV is essential. | 2. With out NPV, B/C ratio can not be calculated. |
| 3. B/C ratio calculated as: $\frac{\text{Net Present Value of benefits}}{\text{Net Present Value of costs}}$ (It means discount rate is essential) | 3. NPV is calculated as: $NPV = \sum \frac{C_t}{(1+r)^t}$ (It means discount rate is essential) |
| 4. B/C ratio should be 1 or more than 1 (It assures profit). | 4. NPV should be positive (It assures profit). |

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Why is proper drainage required in construction? 20

Ans: Drainage:

- Drainage is artificial or natural removal of a surface water and sub-surface water from an area.
- Ans: Why proper drainage required in construction or building and needs of drainage:
 - To protect site.
 - It is needed for controlling of falling water get to move it away from the building (i.e. home).
 - To prevent ponding that can affect landscaping.

- If there is not good drainage then the water get collected and slowly wetted the soil below the foundation of building the building may get cracks & may fails.
- Because water destroyed everything. It's insidious, we need water management everywhere in our home. It need to be directed and allows proper water drainage.
- Drainage is also important to a healthy living environment.

* Explain water flow principle?

- The main principle of water flow is Bernoulli's principle: within a horizontal flow of fluid, points of higher fluid speed will have less pressure than points of slower fluid speed.
- which is based on the principle of conservation of energy. This is state that a steady flow the sum of all forms of energy in fluid along a stream line is the same at all points. On that stream line fluid particles are subjected only to pressure & to their own weight.

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Explain concrete and concrete mix? 20

Ans: concrete:

- concrete, an artificial stone-like mass, is the composite material that is created by mixing building material (cement or lime) along with the aggregate (sand, gravel, stone, brick chips etc), water, admixtures, etc in specific proportions.
- The strength and quality are dependent on the mixing proportions.
- concrete = Binding material + Fine & coarse aggregate + water + admixture (optional).

Ans: concrete mix:

- A concrete mix is a combination of five major elements in various proportions: cement, water, coarse aggregates, fine aggregates (i.e. sand), and air.
- Additional elements such as pozzolanic materials and chemical admixtures can be also incorporated into the mix to give it certain desirable properties.

- While at steady mix concrete design is a process of selecting ingredients for a concrete mixture and deciding on mix proportions.

* concrete mix design:

- concrete mix design is often mistakenly referred to as "cement mix design." However cement is simply one of the ingredients of concrete.
- It is binding substance that allows concrete to set, harden, and adhere to other materials.
- Therefore it cannot and should not be used interchangeably with concrete mix design.

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