



GWANDA STATE UNIVERSITY

FACULTY OF ENGINEERING AND ENVIRONMENT

DEPARTMENT OF GEOMATICS AND SURVEYING

Project Management

ESG 5206

Final Examination Paper

April 2025

This examination paper consists of 3 pages

Time Allowed : 3 hours

Total Marks : 100

Examiner : Eng. C. MUSIIWA

INSTRUCTIONS

1. Answer two questions from each section
2. Each question carries 10 marks
3. Use of calculators is permissible, but programmable calculators are not allowed in the exam

Section A		
	Strategic Management and Entrepreneurship (Answer only 2 questions)	
1	Critique the concept of disruptive innovation in the geomatics and land surveying industry. Provide examples of how disruptive innovation has impacted the industry, and discuss the implications for businesses and professionals.	(10)
2	Discuss the importance of strategic partnerships in the geomatics industry. Provide examples of successful partnerships and their benefits.	(10)
3	Discuss the characteristics of successful entrepreneurs in the industry, and provide examples of how entrepreneurship has driven innovation and growth.	(10)

Section B Marketing and Client Management (Answer only 2 questions)		
4	Develop a comprehensive marketing strategy for a geomatics or land surveying business, including a detailed market analysis, target market identification, and a marketing mix	(10)
5	Analyze the role of client relationships in the geomatics and land surveying industry. Discuss the characteristics of successful client relationships, and provide examples of how client relationships have driven business growth.	(10)
6	Critically evaluate the role of digital marketing in the geomatics and land surveying industry. How can geomaticians and land surveyors use digital marketing to reach new clients and build their brand?	(10)

Section C Human Resources and Organizational Development		
Answer only one question from this section (Answer only one question)		
7	Evaluate the human resources management practices in the geomatics or land surveying industry. Provide recommendations for improving human resources management, including recruitment, selection, training, and development.	(20)
8	Critique the concept of talent management and its application in the geomatics industry. Provide examples of companies that have successfully implemented this approach.	(20)

Section D : Financial Management and Planning (Answer all questions)		
11	Discuss the importance of risk management in the geomatics and land surveying industry. Provide examples of potential risks and strategies for mitigating those risks.	(10)
12	12. Critically evaluate the role of investment appraisal in the geomatics and land surveying industry. How can geomaticians and land surveyors use investment appraisal to make informed decisions about investments?	(10)

Section E: Case Studies and Scenarios (Answer all questions)		
13	13. A Land Survey firm is considering expanding its services to include environmental consulting. Evaluate the potential benefits and risks of this expansion, and provide recommendations for how the firm can successfully integrate environmental consulting into its operations.	(10)
14	14. A land surveyor is facing a dispute with a client over the accuracy of a survey. Evaluate the steps the land surveyor can take to resolve the dispute, and provide recommendations for how the land surveyor can prevent similar disputes in the future.	(10)

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