



Department of Education, Sabaragamuwa/weekly school

week- May - 3

Subject-Business Studies

Grade-13

Prepared by -
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1. Explain what's meant by quality control and explain techniques used by production firms for quality control.
2. (a) Explain what's meant by holistic marketing concepts.

(b) Explain the relationship between target market and market segmentation.
3. (a) What's meant by brand?

(b) State separately the benefits out of brands for businessmen and customers.
4. Explain how a marketing manager should focus on the marketing mix, who's expecting to present a new type of soap to the market.
5. (a) What's meant by the financial system of a country?

(b) State three financial infrastructure required for the proper functioning of the financial system.