



Department of Education, Sabaragamuwa/weekly school

week- July 2

Subject-Business Studies

Grade-13

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1. What are the requirements that have to be fulfilled in effective market segmentation?
2. “The prominence is given to a good when a marketer provides a service”, explain this statement using an example.
3. (a) Marketing mix can be classified into Good Marketing Mix and Service Marketing Mix. State the sub variables of the Good and Service Mix separately.

(b) Explain four levels of a product with examples.
4. Presently every product is presented to the market with a brand name.

(a) Write four qualities a brand should maintain.

(b) Write two types of brands with examples.

(c) Write two other factors that are considered by a manufacturer before selecting the price of a product in addition to the cost, demand and competition.