Dep Edu Provincer Wear, school D	nt of Education,Sabaragamuwa/weekly school aragamuwa Province/	n,Sabaragamuwa
Department of Education, Sabaragamuwa Pro	week- July 2 week- July 2 amuwa Province/ Weekly School amuwa Province/ Weekly School amuwa Province/ Weekly School	nent of amuwa <u>/ Weekly</u> School
Grade-13 ent of Educati	eskly School Depart pool Department of Education, Sal ion, Sabaragamuwa Province/ Wee povince/ Weekly School Depart	tment of igamuwa y School tment of
/ Weekly Sch	nool Department of Education, Sabaragamuwa Province/ Weekly School Department of Education	1,Sabaragamuwa

- 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.