



Department of Education, Sabaragamuwa/weekly school

week- September 2

Subject-Business Studies

Grade-13

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1. Give two characteristics of job production (order production).
2. Ilakkiyan produces footwear. As he concerns on selling activities only, he is unable to get enough return on his investment. When he discussed with his friend Robert, he told to pay his attention on all marketing activities associated with selling. Do you agree with the statement of Robert, Explain.
3. Ahammad who is interested in soft drinks production, wants to segment his market, as he is unable to supply products for whole market of Sri Lanka. State the requirements to be fulfilled by a certain market segment, if it is selected as an efficient market segment.
4. Ahammad wants to select an attractive brand name for his above product. Considering the characteristics of a good brand name, you are required to recommend a suitable brand name for his product.
5. Give four objectives of pricing.