



Nalanda College – Colombo 10

Unit Evaluation

Grade 11

Business & Accounting studies

Unit 2/3

Management and Marketing

01) Using resources to achieve the expected out- put is known as;

1. Organising
2. Effectiveness
3. Efficiency
4. Leading

02) Determining the objectives is belonging to the;

1. Planning
2. Organising
3. Leading
4. Controlling

03) Directing human resources appropriately is;

1. Planning
2. Organising
3. Leading
4. Controlling

04) Variables in “marketing mix” are;

1. Product, Price , Place, Promotion
2. Whole sale , Retail trade, Medium, Way
3. Product , Medium, Price, Place
4. Distribution method, Price, Place, Payment method

05) The share of market consisting of consumers that a business can satisfy in a more attractive and profitable way is;

1. Whole sale market
2. Weekend market
- 3 . Retail market
4. Target market

06) Different strategies used by business to increase sales are known as ;

1. Advertising
2. Promotions
3. Discounts
4. Credit terms

07) (i) Briefly explain “Management”

(ii) What is “ Effectiveness”

08) (i) Briefly explain “Marketing”

(ii) Write activities belong to Marketing

09) The commerce society of Nalanda college planned to held the commerce day on 20th January 2021 , Categorize the activities above event under the management function

10) Following activities belong to a building construction company.

- A - Determining to recruit new employees
- B - Purchased 1000kg of cement
- C - Finding out whether houses are constructed with the expected quality
- D- Appointing managers responsible for construction

Categorize the activities above under the management function