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(b) Write **four** reasons that have escalated the importance of organising for the success of a business organisation. (2 marks)
- (v) (a) The total fixed cost of the business is Rs.60,000. Selling price of a unit is Rs.60. Total variable cost is Rs.30,000. Turnover of the business is Rs.60,000. Calculate the break-even point production units in this business. (2 marks)  
(b) What are the benefits of the breakeven analysis to a business ? (2 marks)  
(Total 20 marks)
6. (i) (a) Why does the marketing considered as a human and social process ? Explain. (2 marks)  
(b) “Marketing is important not only to the businessmen but also equally important to the economy and customers”  
1. How does the marketing become important to economy ? (1 mark)  
2. How does the marketing become important to customers ? (1 mark)
- (ii) (a) What are the requirements that have to be fulfilled in effective market segmentation ? (2 marks)  
(b) “The prominence is given to a good when a marketer provides a service”, explain this statement using an example (2 marks)
- (iii) (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. (2 marks)  
(b) Explain **four** levels of a product with examples. (2 marks)
- (iv) Presently every product is presented to the market with a brand name.  
(a) Write **four** qualities a brand should maintain. (1 mark)  
(b) Write **two** types of brands with examples (1 mark)  
(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. (1 mark)  
(d) Fixed cost per unit is Rs.4.00, total variable cost is Rs.20,000. Expected sales units are 1,000. If the manufacturer expects 20% return on the selling price,  
1. What is the selling price of a unit ? (1/2 mark)  
2. What is the total turnover ? (1/2 mark)
- (v) (a) Vishmitha (Pvt) Ltd has requested you to prepare a job application advertisement for a Computer Programmer job vacancy. Prepare a job application accordingly. (3 marks)  
(b) Give examples for medias that publish job advertisements. (1 mark)  
(Total 20 marks)
7. (i) “Sumihiri Producers” provide dairy products to the market. The main goal of a dairy producer should be to sell fresh dairy products to the customer.  
(a) What are the factors that Sumihiri Producers should consider in purchasing materials ? (2 marks)  
(b) Explain the consequences to be faced by a business since they have not purchased quality materials ? (2 marks)
- (ii) (a) Nawin is photographer; he does the camerawork in different functions in which he is invited.  
1. What is the production method followed by Nawin ? (1 mark)  
2. What are the main criteria that differentiate this production method from the rest ? (1 mark)  
(b) 1. What are the elements that affect the quality of a product ? (1 mark)  
2. What is meant by Quality Assurance ? (1 mark)

- (iii) (a) Graphically explain the nature of 'total cost', 'ordering cost' and 'holding cost' in a production business in deciding Economic Order Quantity. (2 marks)
- (b) What are the factors to be considered in installing a layout plan? (2 marks)
- (iv) (a) Write **two** benefits each of Training and Development to employer and employee. (2 marks)
- (b) What are the advantages of maintaining peaceful industrial relationships? (2 marks)
- (v) (a) Authority of a human resource manager is implemented in both vertically and horizontally and this nature of authority is different from other managers. Explain. (2 marks)
- (b) What is meant by Job Description and Job Specification? (2 marks)
- (Total 20 marks)

8. (i) (a) "Colombo Stock Exchange doesn't generate new capital to companies", do you agree with this statement, give reasons? (2 marks)
- (b) What do you mean by an investment portfolio? Explain using an example. (2 marks)
- (ii) (a) A limited company maintains a high geared capital structure with profitability, should this company issue debentures or ordinary shares to generate additional capital? Explain. (2 marks)
- (b) What are the strategies that can be implemented by a business to minimize a deficit of working capital? (2 marks)
- (iii) (a) Name **two** types of securities that are traded in Colombo Stock Exchange (CSE). (2 marks)
- (b) Name the international standards that were followed in preparing "S&P Sri Lanka 20" index which replaced the Milanka price index. (2 marks)
- (iv) At present there is tendency of providing free Wi-Fi facilities to employees and customers by Sri Lankan businesses. What are the benefits both the businesses and customers can earn from this facility? (4 marks)
- (v) (a) Explain the term 'cash flow statement', and give two examples each for cash inflows and outflows (3 marks)
- (b) "A business without a business plan is similar to a boat with a broken paddle". Explain. (1 marks)
- (Total 20 marks)

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