



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Topic: UNIT TITLE III – PLACE AND DISTRIBUTION	Department: COMMERCE
WORKSHEET NO: 2		

I. CHOOSE THE RIGHT OPTION:

1. Availability of product depends upon efficiently managed **place**.

- a. **place**
- b. promotion
- c. physical evidence
- d. product

2. They bring buyers and sellers together and negotiate purchase or sale on behalf of others: (CBSE 2018)

- a. **Brokers**
- b. Wholesalers
- c. Retailers
- d. Cooperative stores

3. Identify the starting point of distribution from the following (CBSE 2020)

- a. Intermediaries
- b. Facilitating agencies
- c. Consumers

d. Manufacturers

4. **Place** is the process of moving products from the producer to the intended user.

- a. Promotion
- b. Distribution
- c. Channel
- d. Place**

5. The mechanism through which goods move from the manufacturer to the consumer is _____. (CBSE 2020)

a. Place

b. Product

c. Promotion

d. Price

6. **Place** is also known as channel, distribution or intermediary.

a. Place

b. Transport

c. Intermediary

d. Intranet

7. Channels of distribution are mainly concerned with the transfer of **title to a product** which may be affected directly or through a chain of intermediaries.

a. name to a promotion

b. name to a product

c. title of a product

d. title to a product

8. The starting point of distribution is the **manufacturer** who produces the goods.

a. wholesaler

b. wholesale-trader

c. manufacturer

d. retailer

9. The third participant being the **Facilitating agencies** are the independent business organisations other than intermediaries.

a. agencies

b. facilitator

c. facilitating agencies

d. wholesale agencies

10. The right place means greater chances of sales over a **longer period of time.**

- a. shorter period of time
- b. medium period of time
- c. small duration time
- d. longer period of time**

II. FILL IN THE BLANKS:

14. In sorting, **middlemen** procure supplies of goods from a variety of sources, which is often not of same quality, nature and size and groups them in homogenous groups.

15. **Assembling** refers to the process of keeping the goods, purchased from different places, at a particular place.

16. A customer bought a product and has defect and post purchase service is desired by customer then **facilitating** function of channel of distribution is performed.

17. The **distribution channel** is also responsible for promoting the product.

18. Retailers perform **transportation function** by carrying the goods from the wholesaler and handing them over to the ultimate consumers.

19. A **distributor** carries products from a single brand or company.

20. An agent actually gains ownership of the product and usually makes money from **commissions** and **fees paid** for their services.

III. ANSWER THE FOLLOWING QUESTIONS:

21. Explain one-level channel of distribution. (CBSE 2020)

22. Describe the various functions performed by retailers (CBSE 2020)

2 MARKS (CBSE 2019)

23. Distinguish between Speciality Stores and General Stores 2 MARKS (CBSE 2019)

24. What are the differences and similarities between wholesalers and large-scale retailers? Explain briefly 3 MARKS (CBSE 2018)