



# INDIAN SCHOOL AL WADI AL KABIR

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| Class: XII  | Department: Commerce            |
| Subject:    | Marketing - 2026                |
| OTQs & DTQs | Chapter 3: Place & Distribution |

| QT NO | OBJECTIVE TYPE QUESTIONS                                                                                                                                                            |
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| 1     | Which element of marketing mix is the mechanism through which goods move from the manufacturer to the consumer?<br><b>a. Place</b><br>b. Product<br>c. Price<br>d. Promotion        |
| 2     | Who out of the following takes ownership of goods and he deals only in supplementary goods?<br><b>a. Distributor</b><br>b. Wholesaler<br>c. Agent<br>d. Retailer                    |
| 3     | Who out of the following, must assume risk of loss in the distribution channel?<br>a. Producer<br>b. Trader<br>c. Middleman<br><b>d. All the participants</b>                       |
| 4     | Name the type of channel of distribution most suitable for an exclusive furniture manufacturer. 0 level                                                                             |
| 5     | Name the element of the marketing mix that ensures availability of products.<br><b>a. Place</b><br>b. Product<br>c. Price<br>d. Promotion                                           |
| 6     | Identify the starting point of distribution from the following:<br>a. Intermediaries<br>b. Facilitating agencies<br>c. Consumers<br><b>d. Manufacturers</b>                         |
| 7     | _____ is the process of moving products from the producer to the intended user.<br><b>a. Place</b><br>b. Choice of channel of distribution<br>c. Production process<br>d. Middleman |
| 8     | Whose job does not end with selling of goods to the retailer?<br>a. Wholesalers<br><b>b. Manufacturers</b><br>c. Intermediaries<br>d. Facilitating agencies                         |
| 9     | He sells goods in the name of and on the risk of some other trader.                                                                                                                 |

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|    | <ul style="list-style-type: none"> <li>a. <b>Commission agent</b></li> <li>b. Auctioneer</li> <li>c. Retailer</li> <li>d. Manufacturer</li> </ul>                                                                                                                                                                    |
| 10 | <p>Buying, selling and risk bearing functions performed by channels of distribution come under this category</p> <ul style="list-style-type: none"> <li>a. Facilitating functions</li> <li>b. <b>Transactional functions</b></li> <li>c. Logistical functions</li> <li>d. None of the above</li> </ul>               |
| 11 | <p>This type of middleman only carry complementary product lines.</p> <ul style="list-style-type: none"> <li>a. Agent</li> <li>b. Wholesaler</li> <li>c. <b>Distributor</b></li> <li>d. Retailer</li> </ul>                                                                                                          |
| 12 | <p>What takes place between manufacturers and customers before closing a deal?</p> <ul style="list-style-type: none"> <li>a. <b>Negotiation</b></li> <li>b. Financing</li> <li>c. Grading</li> <li>d. Maintenance</li> </ul>                                                                                         |
| 13 | <p>Breaking the bulk is function of _____</p> <ul style="list-style-type: none"> <li>a. <b>Wholesaler</b></li> <li>b. Agent</li> <li>c. Retailer</li> <li>d. Distributor</li> </ul>                                                                                                                                  |
| 14 | <p>Which of the following is not considered a type of re-seller?</p> <ul style="list-style-type: none"> <li>a. Wholesaler</li> <li>b. <b>Manufacturer</b></li> <li>c. Retailer</li> <li>d. Distributor</li> </ul>                                                                                                    |
| 15 | <p>At least how many parties should be included in the 'Exchange?'</p> <ul style="list-style-type: none"> <li>a. <b>2</b></li> <li>b. 3</li> <li>c. 4</li> <li>d. 5</li> </ul>                                                                                                                                       |
| 16 | <p>Buying, selling and _____ are a part of transactional function.</p> <ul style="list-style-type: none"> <li>a. <b>Risk bearing</b></li> <li>b. Production</li> <li>c. Credit</li> <li>d. Research</li> </ul>                                                                                                       |
| 17 | <p>They bring buyers and sellers together and negotiate purchase or sale on behalf of others.</p> <ul style="list-style-type: none"> <li>a. <b>Brokers</b></li> <li>b. Wholesalers</li> <li>c. Retailers</li> <li>d. Cooperative stores</li> </ul>                                                                   |
| 18 | <p>The product being available at the right time and right place is only possible if each firm concentrates and understands the _____ of its products.</p> <ul style="list-style-type: none"> <li>a. Importance of distribution</li> <li>b. <b>Channel of distribution</b></li> <li>c. Production process</li> </ul> |

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|                                   | d. Place in marketing                                                                                                                                                                                                                                         |
| 19                                | Who is involved in various activities like demonstration of product, display and contests, etc to increase sale of a product?<br>a. <b>Middlemen</b><br>b. Producer<br>c. Trader<br>d. Agent                                                                  |
| 20                                | Who educates the customers by informing them about the availability and diverse use of new products along with their demonstration?<br>a. Wholesaler<br>b. Agent<br>c. <b>Retailer</b><br>d. Distributor                                                      |
| 21                                | Who out of these maintain close relationships with their suppliers and customers?<br>a. <b>Distributors</b><br>b. Wholesalers<br>c. Retailers<br>d. Agents                                                                                                    |
| 22                                | Ramesh, a manufacturer carries a limited product line and has to cover a wide market. Name the channel of distribution suitable for Ramesh.<br>a. Three – level channel<br>b. One – level channel<br>c. <b>Two – level channel</b><br>d. Zero – level channel |
| 23                                | State bank of India which provides financial assistance to business houses is a:<br>a. Manufacturer<br>b. Intermediary<br>c. <b>Facilitating agency</b><br>d. Consumer                                                                                        |
| 24                                | Who out of these buys goods in their name but they deal only in complementary product lines?<br>a. <b>Distributor</b><br>b. Wholesaler<br>c. Agent<br>d. Retailer                                                                                             |
| 25                                | Under which function performed by channel of distribution are buying, selling and risk bearing functions performed?<br>a. <b>Transactional function</b><br>b. Logistical function<br>c. Facilitating function<br>d. Facilitating agencies                     |
| 26                                | When there is an involvement of one or more than one intermediary to sell a product to the consumers, what is it called?<br>a. Zero level<br>b. One level<br>c. <b>Indirect channel</b><br>d. Three level                                                     |
| <b>DESCRIPTIVE TYPE QUESTIONS</b> |                                                                                                                                                                                                                                                               |
| 1                                 | Availability of products depends upon how efficiently it is managed. Discuss the importance of identified element.                                                                                                                                            |

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| 2  | <p>Pizza Hut delivering pizzas to the ultimate consumers. Identify and explain the type of distribution channel adopted.</p> <p><input type="checkbox"/> <b>Type:</b> Zero-level channel (Direct selling)</p> <p><input type="checkbox"/> <b>Explanation:</b> Producer sells directly to consumers without intermediaries</p>                                                                                                                          |
| 3  | <p>Harihar General Stores in your locality keeps all kinds of goods required by local residents for their daily use. Identify and explain the intermediary.</p> <p><input type="checkbox"/> <b>Intermediary:</b> Retailer</p> <p><input type="checkbox"/> <b>Explanation:</b> Sells goods directly to final consumers in small quantities</p>                                                                                                          |
| 4  | <p>Explain the functions performed by the middleman who sells at a higher profit margin and pays rent for accommodation in a central place. – Functions of a retailer.</p>                                                                                                                                                                                                                                                                             |
| 5  | <p>Who performs the various functions like buying, selling, assembling and grading in the distribution system? Wholesaler</p>                                                                                                                                                                                                                                                                                                                          |
| 6  | <p>For selling Fast Moving Consumer Goods (FMCG), sellers should opt for which level of distribution channel? Give reason for your answer.</p> <ul style="list-style-type: none"> <li>• <b>Channel:</b> Two-level channel</li> <li>• <b>Reason:</b> Wide market coverage, frequent purchases, low price</li> </ul>                                                                                                                                     |
| 7  | <p>Is it possible to transfer good possible without intermediaries?</p> <p>Yes, through <b>direct channel (zero-level)</b></p>                                                                                                                                                                                                                                                                                                                         |
| 8  | <p>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.</p> <p>In light of the above statement, explain the set of four participants of distribution system</p>                                                                                                                                                                                  |
| 9  | <p>Name the intermediary who sells goods at a very low margin of profit as turnover is very fast. Explain any three important functions performed by the identified intermediary</p>                                                                                                                                                                                                                                                                   |
| 10 | <p>Name and explain the marketing intermediary who acts as the primary arm of the producer and represents the producers to users.</p>                                                                                                                                                                                                                                                                                                                  |
| 11 | <p>Why is window display in residential areas a must for retailers?</p>                                                                                                                                                                                                                                                                                                                                                                                |
| 12 | <p>Who undertakes the risk in the process of distribution of goods? and explain any other function of the same.</p>                                                                                                                                                                                                                                                                                                                                    |
| 13 | <p>He sells the products he has purchased directly to the end user for a profit. He takes title to, or purchases, products from other market intermediaries. He can independently own and operate small stores, or can be part of a large chain,</p> <ul style="list-style-type: none"> <li>a. Identify the marketing intermediary mentioned above - retaoler</li> <li>b. Explain any three functions of the intermediary identified in (a)</li> </ul> |
| 14 | <p>What are the differences and similarities between wholesalers and large-scale retailers? Explain briefly.</p>                                                                                                                                                                                                                                                                                                                                       |
| 15 | <p>For expensive and exclusive goods, which channel (long / short) is more suitable and why? short</p>                                                                                                                                                                                                                                                                                                                                                 |
| 16 | <p>Distinguish between Broker and Commission Agent.</p>                                                                                                                                                                                                                                                                                                                                                                                                |
| 17 | <p>Which channel of distribution will be selected by the manufacturer if he deals in the following items and why?</p> <ul style="list-style-type: none"> <li>a. Perishable items – indirect channel (1 level)</li> <li>b. Diamonds – direct channel</li> </ul>                                                                                                                                                                                         |
| 18 | <p>Ezekiel is a manufacturer of premium quality plastic toys and swings on a large scale which can be used by the schools exclusively. What factors should he take into consideration while selecting the channel of distribution suitable for his business?</p>                                                                                                                                                                                       |
| 19 | <p>You are a leading manufacturer of electronic appliances. Explain the factors that will guide you in selecting the route to sell your electronic appliances if the ‘product’ and the ‘Company’ are to be focused.</p>                                                                                                                                                                                                                                |

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| <b>20</b> | You are the CEO of a high-end beauty brand specializing in skincare. Discuss the factors that will influence your decision in choosing the most effective distribution channel to sell your premium skincare if middlemen and market is to be focused. |
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