



# INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Worksheet: 01	Chapter 3: Place and Distribution

## I. CHOOSE THE RIGHT OPTION:

- Every marketing activity starts with the customer and ends with the **customer**.
  - Consumer
  - Customer
  - Supplier
  - Marketing officer
- It is a large-scale retail establishment where customers can buy almost all their requirements under one roof: **(CBSE 2019)**
  - Multiple shop
  - Departmental store**
  - Convenience store
  - General store
- In this neither the buyer visits the seller's place nor the seller visits the buyer's place: **(CBSE 2019)**
  - Departmental store
  - General store
  - Mail order business**
  - Supermarket
- Whose job does not end with selling of goods to the retailer?
  - Wholesalers**
  - Manufacturers
  - Intermediaries
  - Facilitating agencies
- Availability of product depends upon efficiently managed place.

a. place

b. promotion

c. People

d. physical evidence

6. Harihar General Store in your locality keeps all kinds of goods required by local residents for their daily use. This is an example of \_\_\_\_\_ (CBSE 2018)

a. A retail shop

**b. A departmental store**

c. A multiple shop

d. None of the above

7. Place in marketing mix refers to the channel, or the route, through which goods move from the source or factory to the final user.

a. Channel

**b. Place**

c. Movement

d. Position

8. \_\_\_\_\_ is also known as channel, distribution, or intermediary.

a. Position

**b. Place**

c. People

d. Distribution channel

9. The term \_\_\_\_\_ refers to the route taken by goods as they flow from the Manufacturer to the consumer.

**a. Channel of distribution**

b. retailer

c. distributor

d. Wholesale

10. The second participant of distribution being Intermediaries, they are in direct negotiation between \_\_\_\_\_

a. seller and retailer

b. seller and customer

**c. buyer and seller**

d. seller and salesperson

11. The functions performed by the middlemen in distribution channels may be grouped into \_\_\_\_\_ categories.

a. four

**b. three**

c. two

d. five

12. The primary function of distribution channel is to bridge the gap between production and consumption for which various transactions performed for movement of the goods from one place to another are called \_\_\_\_\_.

a. Transactions

b. Transparency

c. Transparent

**d. Transactional functions**

13. The \_\_\_\_\_ of the channel include post-purchase service and maintenance, financing, market information.

a. Transactional function

b. logistical function

**c. facilitating functions**

d. none of the above

14. \_\_\_\_\_ are also involved in various activities like demonstration of product, display and contest etc. to increase the sale of products.

a. negotiator

b. mediator

**c. middlemen**

d. foremen

15. \_\_\_\_\_ in terms of quality of product, guarantee, after sale services and finally price takes place before the transfer of ownership is done.

**a. Negotiation**

b. communication

c. promotion

d. product

16. Availability of product depends upon efficiently managed \_\_\_\_\_.

**a. place**

b. promotion

c. physical evidence

d. product

17. 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

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

a. Intermediaries

b. Facilitating agencies

c. Consumers

**d. Manufacturers**

19. \_\_\_\_\_ is the process of moving products from the producer to the intended user.

a. Promotion

b. Distribution

c. Channel

**d. Place**

20. The mechanism through which goods move from the manufacturer to the consumer is \_\_\_\_\_. (CBSE 2020)

**a. Place**

b. Product

c. Promotion

d. Price

21. \_\_\_\_\_ is also known as channel, distribution or intermediary.

**a. Place**

b. Transport

c. Intermediary

d. Intranet

22. Channels of distribution are mainly concerned with the transfer of \_\_\_\_\_ which may be affected directly or through a chain of intermediaries.

a. marketing of the product

b. branding of the product

c. sales of a product

**d. title to a product**

23. The starting point of distribution is the \_\_\_\_\_ who produces the goods.

a. wholesaler

b. wholesale-trader

c. **manufacturer**

d. retailer

24. The third participant being the \_\_\_\_\_ are the independent business organisations other than intermediaries.

a. wholesaler

b. retailer

**c. facilitating agencies**

d. distributor

25. The right place means greater chances of sales over a \_\_\_\_\_.

a. shorter period of time

b. medium period of time

**c. longer period of time**

d. None of the above

26. Not only assembling but also storage, grading, sorting and transportation are essential for **physical exchange of goods** which forms logistical functions of physical distribution.

a. physical exchange of goods

b. online shopping

c. communication

d. marketing

27. Negotiation in terms of quality of product, guarantee, after sale services and finally price takes place before the \_\_\_\_\_ is done.

a. branding of products

b. marketing of goods

c. exchange of goods

**d. transfer of ownership**

28. The role of the \_\_\_\_\_ is to sell onto retailers.

**a. wholesalers**

b. traders

c. customers

d. retailers

29. Under which function performed by channel of distribution are buying, selling and risk bearing functions performed? **(BP 22-23)**

**a. Transactional function**

b. Logistical function

c. Facilitating function

d. Facilitating agencies

30. Who out of the following usually makes profits from commission for the service they provide? **(BP 22-23)**

**a. agent**

b. distributor

c. retailer

d. wholesaler

31. When there is an involvement of one or more than one intermediary to sell a product to the consumers, what is it called? **(BP 22-23)**

a. zero level

b. one level

c. indirect channel

**d. three level**

32. Who independently owns firm and takes title to the goods handled? (BP 2022-2023)

- a. Agent
- b. Distributor
- c. Retailer
- d. Wholesaler**

**II. FILL IN THE BLANKS:**

1. Distributors or dealers have a similar role to wholesalers.
2. Retailers operate outlets that trade directly with household customers for personal and non-business use.
3. Wholesalers stock a range of products from several producers.
4. Factors determining choice of channels include Product Related factors, Company characteristics, competitive factor, Market factor, and Environmental Factor
5. The main component of physical distribution are Order Processing, Transportation, Warehousing, Inventory Control, Just-in-Time- Inventory.
6. Place is the mechanism through which goods and/or services are moved from the manufacturer/ service provider to the user or consumer.
7. The new manufacturers in the beginning remain more dependent upon the middlemen.
8. If the product is being purchased for the industrial use; its direct sale is proper or justified.
9. The products regarding which the after-sales service is to be provided could be sold off either personally or through the authorized agents.
10. The products which are of a perishable nature need lesser number of the intermediaries or agents for their sale.
11. The selection of the suitable channel of distribution is one of the important factors of the distribution decisions.
12. Retailers act as the spokesperson or agents of the customers.
13. A retailer may be defined as a dealer in goods and services who purchases from manufacturers and wholesaler and sells to the ultimate consumer.
14. The term wholesaler applies to all merchant or traders who purchase and sell in large quantities.
15. Retailers stock the goods and sell them to the ultimate end user at a profit.
16. Distributors are similar to wholesalers.

17. Consumer goods like oils, cloths, sugar, pulses and soaps etc sold through nearby retail outlets also called **mom and pop shops**.

18. There are two middlemen (both wholesaler and retailer), it is referred to as **two level channels (2 level channel)** and helps in covering a larger market.

19. In zero level there are no intermediaries involved, the manufacturer is selling directly to the customer. This is called the **'direct channel' or direct selling**.

20. 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**.

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

22. 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.

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

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

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

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

27. **Place** is the mechanism through which goods move from the manufacturer to the consumer.

28. **Assembling** of goods is done only after they have been bought.

29. **Sellers** provide necessary information to buyers in addition to after sales services and financial assistance in the form of sale on credit.

24. 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.

25. The primary function of a distribution channel is to bridge the gap between **production and consumption**.