



INDIAN SCHOOL AL WADI AL KABIR

Class: XII MARKETING Worksheet No: 2	Topic: PLACE AND DISTRIBUTION	Department: COMMERCE
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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**

11. 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. online exchange of goods
- d. marketing

12. Negotiation in terms of quality of product, guarantee, after sale services and finally price takes place before the **transfer of ownership** is done.

- a. transfer of owner
- b. transfer of goods
- c. exchange of goods
- d. transfer of ownership**

13. The role of the wholesaler is to sell onto **retailers.**

- a. wholesalers
- b. traders
- c. customers
- d. retailers**

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.

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

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

23. 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**.

III. ANSWER THE FOLLOWING QUESTIONS:

26. What is channel of distribution? What are functions performed by different intermediaries in channel of distribution?

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

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

29. Coca Cola the leading soft drink maker of the world wants and makes attempt to put a bottle of Coke within the arms reach of every consumer.

a) How will Coca-Cola reach every consumer?

b) Will attempt of manufacturer to maximise the accessibility of his product to as many consumers as possible?

c) Which type of channel of distribution will Coca –Cola follows to maximise its accessibility?

30. Explain the functions of Wholesalers.

31. Explain Two level channel (Manufacturer-Wholesaler-Retailer-Consumer)

32. Give any two points of difference between Retailers and Wholesalers.

2 MARKS (CBSE 2019)

33. Distinguish between Speciality Stores and General Stores

2 MARKS (CBSE 2019)

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

35. What are Departmental Stores? State any four advantages and four demerits of departmental stores. 5 MARKS (CBSE 2018)