



## INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XII Marketing</b> <b>Worksheet No: 1</b>	<b>Topic:</b> <b>PLACE AND DISTRIBUTION</b>	<b>Department:</b> <b>COMMERCE</b>
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### I. CHOOSE THE RIGHT OPTION:

1. Every marketing activity starts with the customer and ends with the **customer.**

- a. Consumer
- b. Customer**
- c. Supplier
- d. Marketing officer

2. It is a large-scale retail establishment where customers can buy almost all their requirements under one roof: (CBSE 2019)

- a. Multiple shop
- b. Departmental store**
- c. Convenience store
- d. General store

3. In this neither the buyer visits the seller's place nor the seller visits the buyer's place: (CBSE 2019)

- a. Departmental store
- b. General store
- c. Mail order business**
- d. Supermarket

4. Whose job does not end with selling of goods to the retailer?

**a. Wholesalers**

b. Manufacturers

c. Intermediaries

d. Facilitating agencies

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

a. Position

**b. Place**

c. People

d. Disttubution channel

9. The term '**Channel of Distribution**' refers to the route taken by goods as they flow from the Manufacturer to the consumer.

a. Channel

b. Distribution

**c. Channel of Distribution**

d. Wholesale

10. The second participant of distribution being Intermediaries, they are in direct negotiation between **buyer and seller**.

a. seller and buyer

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 **three** 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 **transactional functions**.

- a. Transactions
- b. Transparency
- c. Transparent

**d. Transactional functions**

13. The **facilitating functions** of the channel include post-purchase service and maintenance, financing, market information.

- a. Transaction's function
- b. facilitator
- c. facilitating functions**
- d. facilitator functions

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

- a. middle people
- b. mediator
- c. middlemen**
- d. foremen

15. **Negotiation** 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. transfer
- d. guaranteed work

## II. FILL IN THE BLANKS:

16. Distributors or dealers have a similar role to wholesalers.
17. Retailers operate outlets that trade directly with household customers for personal and non-business use.
18. Wholesalers stock a range of products from several producers.
19. Factors determining choice of channels include  
Product Related factors, Company characteristics, competitive factor, Market factor, and Environmental Factor
20. The main component of physical distribution are Order Processing, Transportation, Warehousing, Inventory Control, Just-in-Time-Inventory.
21. Functions performed by the middlemen in distribution channels may be grouped into three categories.
22. Place is the mechanism through which goods and/or services are moved from the manufacturer/ service provider to the user or consumer.
23. The new manufacturers in the beginning remain more dependent upon the middlemen.
24. If the product is being purchased for the industrial use; its direct sale is proper or justified.
25. The products regarding which the after-sales service is to be provided could be sold off either personally or through the authorized agents.
26. The products which are of a perishable nature need lesser number of the intermediaries or agents for their sale.
27. The selection of the suitable channel of distribution is one of the important factors of the distribution decisions.
28. Retailers act as the spokesperson or agents of the customers.
29. A retailer may be defined as a dealer in goods and services who purchases from manufacturers and wholesaler and sells to the ultimate consumer.
30. The term wholesaler applies to all merchant or traders who purchase and sell in large quantities.
31. Retailers stock the goods and sell them to the ultimate end user at a profit.
32. Distributors are similar to wholesalers.
33. Consumer goods like oils, cloths, sugar, pulses and soaps etc sold through nearby retail outlets also called mom and pop shops.
34. 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.
35. 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.

### **III.ANSWER THE FOLLOWING QUESTIONS:**

- 36.** Explain the functions performed by channels of distribution.
- 37.** A chain of intermediaries comprises a set of four participants of distribution system. Make a list of these and explain them. (3 marks) (CBSE 2020)
- 38.** Explain factors pertaining to the product while selecting a suitable channel of distribution. (5 marks) (CBSE 2020)
- 39.** What are the main types of distribution channels?
- 40.** Explain Zero Level.
- 41.** What factors would you consider while selecting the channels of distribution for a consumer product? 3 MARKS (CBSE 2019)
- 42.** Examine the role of middlemen in modern business. Should these be eliminated? 3 MARKS (CBSE 2019)
- 43.** Explain Three level channel (Manufacturer-Agents-Wholesaler-Retailer-Consumer)
- 44.** Who are
- a. Whole Salers
  - b. Distributors
  - c. Retailers
- 45.** Explain the functions of Wholesalers.
- 46.** Explain the functions of Retailers.
- 47.** Write the difference between Wholesaler and Retailer
- 48.** Explain the factors affect the selection of the channel of distribution.
- 49.** Explain the factors Pertaining to the Middlemen.
- 50.** Explain the functions of Wholesalers.