

CHAPTER-9

Very Short Answer Questions

1. Give the classification of internal trade.
2. Name any two kind of risks are borne by a wholesaler.
3. Name any two services provided by the retailers to the consumers.
4. How would you classify retail trade on the basis of size?
5. How would you classify retail trade on the basis of merchandise handled?
6. How would you classify retail trade on the basis of mobility?
7. How would you classify retail trade on the basis of ownership?
8. Narrate the different types of itinerant retailers.
9. Name the different types of fixed shop small scale retailers.
10. Name the different types of fixed shop large scale retailers.
11. What is internal trade?
12. Give the meaning of 'wholesale trade'.
13. What is retail trade?
14. Define the term 'retailing':
15. How does wholesale trade facilitate large scale production?
16. How do wholesalers provide financial assistance to the manufacturers?
17. How do wholesalers help in marketing of goods?
18. Explain 'expert advice' as a service provided by the, whole salers to the manufacturers.
19. How do retailers help in distribution of goods?
20. How do retailers facilitate large scale production?
21. How do retailers promotion of goods and services?
22. What are mail order houses?

Short Answer Questions

1. Distinguish between wholesale trade and retail trade.
2. State the characteristics of itinerant retailers.
3. State the features of fixed shop retailers.
4. State the features of a Departmental Stores.
5. What are the advantages of multiple shops?
6. State the limitations of multiple shops.
7. Enumerate the features of a Departmental Stores.
8. What are the advantages of Departmental Stores?
9. What are the limitations of a Departmental Stores.
10. Distinguish between Departmental Stores and multiple shops.
11. What are the advantages of multiple shops?
12. State the limitations of multiple shops.
13. Discuss the suitability of mail order houses.
14. Write a short note on goods and services tax.

Long Answer Questions

1. Explain briefly the various services provided by the wholesaler to the manufacturers.
2. Describe briefly the various services provided by the wholesalers to the retailers.
3. Outline the functions performed by a retailer in distribution of goods and services.

4. Explain the services provided by a retailer to the manufacturer and wholesalers.
5. Describe briefly the most common types of itinerant retailers operating in India.
6. Briefly outline the different types of fixed shop small scale retailers.
7. Describe briefly different types of fixed shop large scale retailers.
8. Distinguish between Departmental Store and Multiple Shop.

Case Study Based Questions .

1. Tarun and Arun are the first cousins involved in the family business of woolen garments. Tarun runs a shop in a popular market in Jammu. He collects small orders from a number of retailers located at different places in Northern India and passes on the pool of such orders to the manufacturers. Arun on the other hand, helps the wholesalers and manufacturers in distribution of woolen garments by making them available to a large number of consumers spread over a large geographical area. He is in direct and constant touch with the customers.
 - (a) Identify the two categories of internal trade been described in the above paragraph.
 - (b) Give any three differences between these two categories as identified in part (a) of the question
2. Sunaina is running a fashion studio in Dehradun. She keeps stock of a wide variety of dresses from different manufacturers. Many a times, she sells goods on credit to the regular clients. She makes a special effort to make the customers aware about the changing trends in fashion, makes effective display of new arrivals and so on. She undertakes different types of promotional activities like advertisement, free gifts, etc. to increase the sale of products of different manufacturers. She keeps the manufacturers updated about the changes in the taste and preferences of the consumers so as to enable them take appropriate market decisions.
 - (a) Identify the different types of services provided by Sunaina to the wholesalers and manufacturers and also to the consumers.
 - (b) Describe briefly any one service of each of the two categories which has not been mentioned in the given paragraph.
3. When Guneet's aunt visited Delhi for the first time. She had prepared of a list of different things that she wanted to buy during her visit. Guneet helped her in making purchases by accompanying her to market places. Guneet first took her to a retail store in the city, which specialises in organic food items. After that they visited a shop, which deals in old and used books, as his aunt wanted to buy some old novels.
 - (a) Identify the two types of fixed shop small scale retailers been described in the given paragraph.
 - (b) Describe briefly, the other types of such retailers which have not been mentioned in the paragraph.
4. After marriage Tanu and Manu decided to settle down in Pune. As they had to buy a extensive range of products for their new house, one of their colleagues suggested to them, to visit a particular business establishment in the city which was well classified into defined departments and aimed at satisfying practically every consumer's needs under one roof. Tanu and Manu liked the place for the matter, that didn't have to run from one place to another to complete their shopping. Moreover, it had provision for restrooms

and restaurants. At the same time, they felt that the staff at the business establishment did not pay enough attention towards them.

- (a) Identify the type of business establishment which is being discussed in the above paragraph.
- (b) Name any another business establishment which belongs to the same category of retailers.
- (c) Describe briefly the various advantages and limitation of the type of establishment as identified in part (a) of the question which are being described in the given paragraph.

5. Riya wanted to buy a particular type of footwear of a good brand. Her mother took her to a branded store located in a popular market in the city. To her disappointment, she could not find her size in the style that she had liked. But her mother pacified her by saying that should not lose heart, as there are three more stores of the same brand in the city. When they visited another store of the same brand in the city, she was surprised to see that it had the identical products and display like the previous store.

- (a) Identify the type of retailer been described in the given paragraph.
- (b) State any four features of such type of retailers.
- (c) Also, discuss its any two limitations.

