



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Worksheet No: 3	Topic: Place & Distribution

Select the correct option.

- Four participants of distribution system are manufacturers, intermediaries, facilitating agencies, and _____.
a) Consumers
b) Supplier
c) Trader
d) Advertiser
- Middlemen are also involved in various activities like demonstration of product, display and contest which form a part of _____ function.
a) Price
b) Marketing
c) Place
d) Product promotion
- A close study of the _____ is extremely essential. A sound marketing plan depends upon thorough market study.
a) Consumer
b) Market
c) Wholeseller
d) Retailer
- Maruti Udyog selling its cars through company approved retailers like DD Motors is called _____ channel.
a) Indirect
b) Direct
c) Market
d) Self
- _____ stock the goods and sell them to the ultimate end user at a profit.
a) Wholeseller
b) Retailer
c) Marketer
d) Agent

6. _____ sell at a very low margin of profit as turnover is very fast.
- Manufacturer
 - Retailer
 - Marketer
 - Wholeseller
7. Which of the following is NOT included in product decisions?
- Styling
 - Brand name
 - Warehousing
 - Packaging
8. 'Breaking the bulk' is function of _____ [CBSE SP 2019]
- Wholesaler
 - Retailer
 - both
 - None
9. At least how many parties should be included in "Exchange"?
- Two
 - Three
 - Four
 - Five
10. In _____, 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.
- Grading
 - Grouping
 - Sorting
 - Assorting
11. A distributor carries products from a _____
- Multiple brand
 - single brand
 - No brand
 - Its own brand
- 12) Big Bazaar and Spencers are big chain of _____
- Wholeseller
 - Agent
 - Retailers
 - Producer

Answer the following questions:

1. State the meaning of Place and its importance as a part of marketing mix.

2. What is channel of distribution? What are functions performed by different intermediaries in channel of distribution?
3. Explain the factors determining choice of channels of distribution?
4. Explain the major activities involved in the physical distribution of products?
5. Differentiate between wholesaler and retailer.
6. 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 follow to maximise its accessibility?
7. Identify the function which is involved in the physical exchange of goods What makes goods available at places where buyers are located? **[CBSE SP 2019]**

ANS: a) logistical function
b) transportation

8. Explain the advantages of ADVERTISING which is printed suitable for literates only however reaches to the masses. **[CBSE SP 2019]**

ANS:

- In depth coverage
- Mobility
- Results assessable