



INDIAN SCHOOL DARSAIT DEPARTMENT OF COMMERCE



Subject : Marketing	Topic : Physical Distribution	Date of Worksheet : _____
Resource Person: Ekta Gautam		Date of Submission : _____
Name of the Student : _____	Class & Division : _____	Roll Number : _____

S.No.		Marks
1.	What is 'Channel of Distribution'?	2
2.	What are the different types of channels of distribution?	2
3.	What are the major distribution policies adopted by a marketer?	2
4.	What do you mean by Channel management?	2
5.	What do you understand by distribution channel members?	2
6.	Give the meaning of 'Direct Channel of Distribution'. List any two products for which direct channel of distribution may be suitable.	2
7.	Physical distribution involves two important decisions. State these decisions.	2
8.	What are the services rendered by wholesalers to manufacturers?	2
9.	Discuss the services offered by the retailers to consumers.	2
10.	Distinguish between 'Wholesale Trade' and 'Retail trade'.	2
11.	What are the various middlemen considerations affecting the selection decision of distribution channel?	3
12.	Explain the factors related to company that influence choice of distribution channel.	3
13.	Explain Vertical Marketing System.	3
14.	What is Horizontal Marketing system?	3
15.	What are the different types of vertical marketing distribution system?	3
16.	What are the different types of flows involved in channel of distribution?	3
17.	Explain the different levels of indirect channel of distribution.	3
18.	How does distribution channel bring economy of effort?	3
19.	What is the role of middlemen?	3

20. What are the important decisions involved in channel strategy? 3
21. Discuss the functions performed by the channel of distribution. 6
22. Explain the market considerations to be taken in selection of distribution channel. 6
23. What are the product related factors that influence the choice of distribution channel? 6
24. “While deciding about the intensity of distribution, the manufacturer has three choices.” Name these choices and also explain them. 6