



INDIAN SCHOOL DARSAIT

DEPARTMENT OF COMMERCE



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

S.No.		Marks
1.	What do you understand by retailing?	2
2.	What is wholesaling? State the types of wholesalers.	2
3.	How do you classify retailers?	2
4.	Mention the types of itinerant retailers.	2
5.	What are the different types of wholesalers?	2
6.	Define logistics.	2
7.	What is Channel length?	2
8.	What are chain stores? Give two examples.	2
9.	Define Consumers' Cooperative Stores.	2
10.	Define a warehouse.	2
11.	Define 'place' under marketing mix.	2
12.	Illustrate the modes of distribution.	3
13.	What do you mean by inventory control? What are the functions of inventory control?	3
14.	Explain the factors related to company that influence choice of distribution channel.	3
15.	Examine the advantages and disadvantages of rail transport in physical distribution of goods.	3
17.	What are the functions of warehousing?	3
18.	Discuss the merits and demerits of 'Air Transport' for distribution of various kinds of goods.	3
19.	Mention the important features of supermarkets.	3
20.	What are the merits and demerits of Consumers' Cooperative stores?	3

21. Explain the important features of departmental stores. 3
22. How are multiple shops different from departmental stores? Explain. 3
23. Discuss the important components of physical distribution. 6
24. Give arguments in favour of and against the elimination of middlemen in distribution of goods. 6
25. What are the advantages and disadvantages of Departmental Stores in retailing? 6
26. What are 'Mail order house'? Write its merits and demerits. 6
27. Indicate the factors that have to be considered in determining the mode of goods which should be used in a particular case. 6
28. Examine the relative merits of rail, road and internal waterways as regards their cost, speed, flexibility and suitability for transport of various kinds of goods. 6