



INDIAN SCHOOL DARSAIT

DEPARTMENT OF COMMERCE



Subject : Business Studies Topic : Internal Trade Date of Worksheet : 22/11/2017
Worksheet No.1
Resource Person: Saju Joseph Date of submission: 27/11/2017

Name of the Student : _____ Class & Division : XI _____ Roll Number : _____

Q. No.	Question	Mark
1.	<p>Ajay is a wholesaler supplying paper. He owns a paper mart in Chawri Bazar in Delhi. He procure different kinds of paper from different manufacturers and supplies to retailers. He undertakes advertisement and other promotional activities. Many a times he sells goods on credit to his customers (retailers). He provides guidance to retailers about various aspects of marketing.</p> <p>In the context of the above case:</p> <p>(a) Identify the various types of services provided by Ajay to retailers. (b) Mention any two services of Ajay to manufacturers.</p>	4
2.	<p>Majnubhai is a vegetable seller who heaps all kinds of vegetables on his cart every morning and moves from place to place searching customers.</p> <p>In the context of the above case:</p> <p>(a) Majnubhai is classified as which type of retailer and why? (b) Name the category of the type of retailers under which he should be placed. (c) State any two features the type of retailers identified in question (b)</p>	4
3.	<p>Pranav owns a retail shop in Nagpur. He sells all kinds of cooking ware and tableware for two decades.</p> <p>In the context of the above case:</p> <p>(a) Pranav is identified as which type of retailer? (b) Name the category of the type of retailers under which he should be placed. (c)</p>	4
4.	<p>Rajinder Sigh and Ravinder Singh own a large scale retail outlet at a central location in Chandigarh. They deal various kinds of products like textiles, footwear, cosmetics, jewellery, electronics etc. which are sold through different divisions of the establishment.</p> <p>In the context of the above case:</p> <p>(a) Identify the type of retail outlet being described in the above lines (b) State any two merits and two limitations of the retail outlet as stated in question (a)</p>	4



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5.	<p>Patanjali Ltd. is a well known company dealing all kinds of organic products. The company sells all its products through a chain of outlets located in well populated areas, which is in the vicinity of residential areas for the convenience of customers across the country. All the branches of the company are under the control of the head office.</p> <p>In the context of the above case:</p> <ul style="list-style-type: none">(a) Identify the type of retail outlet being described in the above lines(b) State any four features the retail outlet as stated in question (a)	4
6.	<p>Geeta recently came across an advertisement of a portal weight reducing equipment in the newspaper. The product is being manufactured by a small trader and is available for sale throughout the country by placing an order through post. The buyer has two options for payment: COD and VPP.</p> <p>In the context of the above case:</p> <ul style="list-style-type: none">(a) Identify the type of retail outlet being described in the above lines(b) State any four conditions under which such retail trade is considered suitable.(c) Write short notes on the payment options given in the paragraph.	4
7.	<p>Taraun owns a coaching centre in Kota. He observed students buying eatables from street vendors during short breaks. This habits of students disturbed him as roadside food is neither of good quality nor is it hygienically prepared. Therefore, for the benefits of the students he recently installed an automated machine at his centre which dispenses various kinds of food items on inserting a coin.</p> <p>In the context of the above case:</p> <ul style="list-style-type: none">(a) What does 'an automated machine' refer to in the above lines(b) State any two limitations of the type of marketing method as identified in part (a) of the question from the customer's point of view.(c) State any two values that tarun wants to communicate to the society..	4
8.	<p>Indian Chamber of Commerce and Industry recently organized Water India's Water Expo in June 2017 in Pune. It was the most explosive show on the Indian Water Industry. It had offered business opportunities to national players from the water industry. A large number of exhibitors showed their presence in displaying wide array of products and services related to Water Treatment Plants, Reverse Osmosis, Reuse and Recycling, Softening, Filtering, etc.</p> <p>In the context of the above case:</p> <ul style="list-style-type: none">(a) Why was Indian Chamber of Commerce and Industry formed?(b) Explain any four points highlighting the role of Indian Chamber of Commerce and Industry in the promotion of internal trade in India.	6
9.	<p>Mayuk is a retailer of plastic products in Kolkata. Recently he returned goods worth ₹ 1,00,000 to one of the wholesalers as he found that the quality of the supplies was not up to mark. At the same time he issued a document to the wholesaler indicating a reduction in his (wholesalers) account to the extend of the value of the goods returned. Moreover he received another document from the transporter of goods as he had sent the returned goods by road.</p> <p>In the context of the above case:</p> <ul style="list-style-type: none">(a) Identify the two documents being described above.(b) Explain any two other documents which are also used in internal trade.	6