

Principle of Commerce (English Medium) - 11th Class Principle of Commerce Chapter 10 Short Questions Preparation
Q1. What is meant by a merchant wholeslaler.
Ans 1: These wholesalers purchse goods on large scale from manufactureer and sell them to consumer on retial basis of therir own shops. In this method, they combine the functions of wholesalar and retailere and save retailar commission.
Q2. What is menat by a manufacturer wholeslar.
Ans 1: These wholesalers manufacture goods and also distribute them to retailers. Thus they combine the functions of manufacturer and wholesaler By combining both the functions, they reduce these overhed expenses.
Q3. Define general and specialized wholesaler.
Ans 1: These wholesalers deal in variety of goods like furniture, sports goods, electronics and drugs etc. the retailr can purchase goods of various qualities accordint to his choice and need from one shop.
Ans 2: Specilalized wholesler: Wholesalrs, who deal in only one particular commodity like electroncis or furniture etc. are known as specialized wholesalers.
Q4. What is meant by proper wholesaler.
Ans 1: These wholesalors are engaged only n the work of wholescale. they pruchase goods in bulk from manufacturer and sell them to retailers.
Q5. What is exporter wholesaler.
Ans 1: these wholesalers are engagedin exporting the goods of different manufactures. They establish trade links with foreign countries to export goods, which causes to increase the profit of both wholeasaler and producer.

Q6. What is black marketing.

Ans 1: Some wholesalers involve in unnecessary and illegal storage of goods. So, an artificial shortage is created for the achievement of cheap or inferior objectives like increasing the prices etc.

Q7. State teh difference between importer and exporter wholesaler.

Ans 1: These wholesalers are engaged in exporting the goods of different manufacturers. They estblish trade links with foreign countries to export goods, which invreases the profit of both wholesaler and producer.

Ans 1: Some institutions of the	porter wholesaler. e wholesalers import raw materials and other goos from abroad and supply them to various manufactuurers or heir country. Therefore, they are known asimporter wholesalers. the functions of a wholesaler.
institutions of the	heir country. Therefore, they are known asimporter wholesalers.
	he functions of a wholesaler.
Ans 1: i- Mid	
	Idleman between producer and retailer
Ans 2: ii- Stro	orage facility iii- Advance order to producer
Ans 3: iv-Sta	ability in prices.
Ans 4: v- Gra	ading of goods vi- Credit facility to retailers
Ans 5: vi- Imr	mediate deliery of goods.
10. Define lim	nited wholescaleer and list down its types.
Ans 1: Some more profitable	e wholesalers do not perform full functions of wholesaler. they do and perform only those functions which they think e.
Ans 2: Types	s: i- Rack jobbers ii- Cash and carry iii- Drop shippers
Ans 3: iv- Tru	uck Jobbers

Ans 2: Importer Wholesaler: These whoesalers import raw materials and other goods from abooard and supply them to differnet