Principle of Commerce (English Medium) - 11th Class Principle of Commerce Chapter 10 Short Questions Preparation

Q1. 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.

Q2. Define limited wholescaleer and list down its types.

Ans 1: Some wholesalers do not perform full functions of wholesaler. they do and perform only those functions which they think more profitable.

Ans 2: Types: i- Rack jobbers ii- Cash and carry iii- Drop shippers

Ans 3: iv- Truck Jobbers

Q3. What is importer wholesaler.

Ans 1: Some wholesalers import raw materials and other goos from abroad and supply them to various manufactuurers or institutions of their country. Therefore, they are known asimporter wholesalers.

Q4. 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.

Q5. What is exporter wholesaler.

Ans 1: these wholesalers are engagedin exporting the goods of different manufactures.They estasblish trade links with foreign countries to export goods, which causes to increase the profit of both wholeasaler and producer.

Q6. What are the functions of a wholesaler.

Ans 1: i- Middleman between producer and retailer

Ans 2: ii- Strorage facility iii- Advance order to producer

Ans 3: iv- Stability in prices.

Ans 4: v- Grading of goods vi- Credit facility to retailers

Ans 5: vi- Immediate deliery of goods.

Q7. 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.

Q8. 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.

Q9. 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 2: Importer Wholesaler: These whoesalers import raw materials and other goods from abooard and supply them to differnet institutions and factorries.

Q10. Define a wholesalr and list down his characteristics.

Ans 1: Wholescale trade means buying and selling of goods in large quantities wholesalars buy goods form producers in order to sell them in small quantieis to the shopkeepers.

Ans 2: Charactierstics: I - Sale of goods in small quantity

Ans 3: ii- Purchases of goods in large quantity

Ans 4: iii- Less profit margin iv- Grading of goods.
