

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

Q1. Define limited wholesaler 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

Q2. What is meant by a manufacturer wholesaler.

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 overhead expenses.

Q3. What is exporter wholesaler.

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

Q4. What is meant by proper wholesaler.

Ans 1: These wholesalers are engaged only in the work of wholesale. they purchase goods in bulk from manufacturer and sell them to retailers.

Q5. Define a wholesaler and list down his characteristics.

Ans 1: Wholesale trade means buying and selling of goods in large quantities. Wholesalers buy goods from producers in order to sell them in small quantities to the shopkeepers.

Ans 2: Characteristics: 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.

Q6. What is importer wholesaler.

Ans 1: Some wholesalers import raw materials and other goods from abroad and supply them to various manufacturers or institutions of their country. Therefore, they are known as importer wholesalers.

Q7. Define general and specialized wholesaler.

Ans 1: These wholesalers deal in variety of goods like furniture, sports goods, electronics and drugs etc. the retailer can purchase goods of various qualities according to his choice and need from one shop.

Ans 2: Specialized wholesaler: Wholesalers, who deal in only one particular commodity like electronics or furniture etc. are known as specialized wholesalers.

Q8. What is meant by a merchant wholesaler.

Ans 1: These wholesalers purchase goods on large scale from manufacturer and sell them to consumer on retail basis of their own shops. In this method, they combine the functions of wholesaler and retailer and save retailer commission.

Q9. 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.

Q10. State the difference between importer and exporter wholesaler.

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

Ans 2: Importer Wholesaler: These wholesalers import raw materials and other goods from abroad and supply them to different institutions and factories.
