

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

Questions i reparation
Q1. State the function of a retailer.
Ans 1: i- Large variety of good ii- Supply according to the demand of consumers
Ans 2: iii- Home delivery service iv- Availability of fresh products
Ans 3: v- Grading of goods.
Q2. Write any three merits of Hawkers.
Ans 1: i- Convenience for consumers.
Ans 2: ii- Less profit margin
Ans 3: iii- Supply of fresh products at reasonable prices.
Q3. Define a retailar and explain the characteristics.
Ans 1: Retailing includes all activities related to the sale of goods or services directly to the ultimate consumers for personal and non business use. the trader engaged is such activities is called a retailer.
Q4. Define a mobile retailer.
Ans 1: These retailers have no fixed shops for operating their business They sell goods in the streets by carrying them on their heads and vehicles.
Q5. List down the merits of mobile retailer.
Ans 1: i- No permanent shop ii- Small capital iii - Mobility
Ans 2: iv- Quantity of goods according to requirement
Ans 3: v- Seasonal busness vi - Availability of fresh items.

Q6. List down the demerits of mobile retailer.

- Ans 1: i- No replacemnt ii- Chance of fraud

 Ans 2: iii- Difficult method iv- Substandard goods

 Ans 3: v- Low profit
- Q7. Define a departmental store and state its features.
 - **Ans 1:** A departmental store is a large scale retail shop it base numerious department. Each department deals in a particual kind of commodity. e.g. Al-Fateh Store Gulberg Lahore. etc.
 - Ans 2: Characteristics: i- Big shop ii- Many departments
 - Ans 3: iii- Business in central palce of city iv Quality goods
 - Ans 4: v- Display of goods vi- Modern from of retailer
- Q8. What is menat by chain store shope.
 - **Ans 1:** A chain store is one of a group of retail stores of the same type it is centrally owned having some degree of uniformity in operation.ie. e. sign boards, international decoration of types. qualities and prices of goods etc. These shops are scattered in various localities, for example Bata shoes, Nirala Sweets and Shezan Bakery etc.
- Q9. What is menat by A Hawker.
 - **Ans 1:** They are teh mobile retailers having conveyance like bicycle, motorcycle etc. for carrying the goods, They save the time of customers by providing goods and services of daily use at their doorstep.
- Q10. What is the meant by Co operative store.
 - **Ans 1:** Co operative store are tehstores, runby consumers cooperative societies on the principle of self and mutual help They pruchase goods directly form manufactureiring and distribute them on retil baiss to its members and outsiders. They work on no profit basis and for the welfare of the members