



28

COMMERCIAL AGENCY SERVICES

In the previous lesson you learnt that there are two categories of agency services viz., financial agency services and commercial agency services, and learnt about the financial agencies like the saving and investment agency and insurance agency. In this lesson, we shall take up the details of Commission agency, Clearing and Forwarding agency, Advertising agency, Packing agency, Travel and Tour agency, Placement agency, Property agency, Courier service, Packers and Movers, which are placed under commercial agency services.



OBJECTIVES

After studying this lesson, you will be able to:

- identify different types of commercial agencies like Commission agency, Clearing and Forwarding agency, Advertising agency, Packing agency, Travel and Tour agency, Placement agency, Property agency, Courier service, Packers and Movers; and
- explain the meaning and functions of these commercial agency services.

28.1 COMMERCIAL AGENCY SERVICES

Do you think that a single person can manage all the commercial activities alone? Well, if it is a small trading unit then, of course, it is possible. But, for large business undertakings, it may not be possible for a single person to manage everything efficiently and effectively. So the businessman may think of employing the professionals or hiring their services on commission basis. For example, to sell the goods in Johannesburg, a businessman of New Delhi may engage somebody as its employee or appoint a sales agent who will work there on specific terms and conditions. Similarly, in case of other businesses, various types of , commercial agents may be engaged to work on their behalf. In the following sections we shall learn in detail about Commission agency, Clearing and Forwarding agency, Advertising agency, Packing agency, Travel and Tour agency, Placement agency, Property agency,



Courier service, Packers and Movers. Since all these agency services provide direct support to commerce, they are categorised as commercial agency services.

28.2 COMMISSION AGENCY

In the modern world of business, goods are bought and sold not only at the place of production, but also at various places in the country and possibly even outside the country. It is therefore, not possible for every businessman to handle all activities on his own. He needs the services of someone who could act on his behalf. These persons are known as Commission Agents because they get commission for their services. Their business is known as commission agency business. Commission agents are engaged to act on behalf of their principals for different purposes and on different terms and conditions. When appointed to buy goods, they are known as Purchase Agents. When appointed to sell goods, they are known as Sales Agents, and so on.

28.2.1 FUNCTIONS OF COMMISSION AGENCY

Commission agencies render a series of useful services. These are:

- (a) **Buying and selling of goods:** The commission agents buy and sell goods on behalf of their principals at the most favourable rates and terms. They determine which commodities or services are most suitable to the requirements and choose the supplier of the product or service accordingly. They negotiate with the supplier to get lowest price and finalise the deal.
- (b) **Marketing services:** They perform certain marketing functions, such as storage of goods, sales promotion, transportation, etc.
- (c) **Advisory services:** The commission agents advise their principals regarding the market conditions, when and where to buy or sell, when and how to store goods, and so on.
- (d) **Providing financial assistance:** Sometimes, in case of need, the commission agents also provide advance money to their principals. Of course, they may charge interest thereon, if necessary.

28.2.2 TYPES OF COMMISSION AGENTS

Commission agents may be grouped into (a) Factors and (b) Brokers.

Factors : A factor is a commission agent employed to sell goods consigned or delivered to him by the principal. He is entrusted with the possession of goods and usually sells the goods in his own name without disclosing the identity of his principal. He may sell the goods on usual terms as to credit, may receive payment of the price and give valid receipts. He may pledge the goods in his possession. He has general lien on the goods in his possession for all charges and expenses and also an insurable interest in them. He gets commission as his remuneration.



Brokers : A broker is an agent who makes bargain for others and receives commission for his service, which is called brokerage. He is employed to buy and sell goods. He is not entrusted with the possession of goods for sale and does not have authority to contract in his own name. He encourages trading by finding buyers for those who wish to sell, and sellers for those who wish to buy.

28.3 CLEARING AND FORWARDING AGENCY

When a business firm wants to import goods from another country or export goods to another country a lot of legal formalities are to be completed before sending goods or receiving goods. It is here that the businessman takes the help of clearing and forwarding agents. They act on behalf of the importer and exporters to complete all formalities required for clearing and despatch of the goods. In case of imports, they take delivery of the goods from the ports and the customs authority and sends it by rail/road to the place of importer. In case of exports, they complete all the formalities of loading the goods on the ship and those relating to custom clearance, if any. Their assistance help the exporters and importers all over the country to successfully deal with international trade.

28.3.1 FUNCTIONS OF CLEARING AND FORWARDING AGENTS

In lesson no 23 we have read detail about the role of clearing and forwarding agents. Let us quickly recall their functions from the table given below.

Relating to Imports	Relating to Exports
(a) Managing delivery from the ports	(a) Obtaining the custom permit
(b) Preparation and submission of Bill of Entry	(b) Obtaining shipping order
(c) Payment of dock dues	(c) Submission of shipping bill and payment of export dues
(d) Managing custom clearance	(d) Payment of dock dues
(e) Despatching goods by rail or road	(e) Receiving mate's receipt
(f) Sending advice documents to the importer	(f) Obtaining Bill of Loading
	(g) Sending advice and other documents to the exporter.



INTEXT QUESTIONS 28A

1. Name one function of clearing and forwarding agents related to:

(a) Exports

(b) Imports



2. Below are given some statements. Some of these relate to Factors, while others relate to Brokers. Write 'F' against those statements that relate to Factors and 'B' against those relating to Brokers, in the space provided against each:

- | | |
|--------------------------------------------------------------------|----------------------|
| (a) He deals in his own name. | <input type="text"/> |
| (b) He has authority to receive payments in his own name. | <input type="text"/> |
| (c) He deals in the name of his principal. | <input type="text"/> |
| (d) He is in possession of goods to be sold. | <input type="text"/> |
| (e) He has a right of general lien on the goods in his possession. | <input type="text"/> |

28.4 ADVERTISING AGENCY

An advertising agency is a business, set up to render specialised services in advertising and marketing of products. It helps advertisers in drafting the advertisement copy and placing them in appropriate media for publicity. Some large business firms have their own advertising departments. But many producers may not afford such in-built facilities. Consequently, they depend upon specialised advertising agencies for designing and publicising or exhibiting their advertisements in an effective manner.

28.4.1 FUNCTIONS OF ADVERTISING AGENCY

The main functions of advertising agencies include:

- (a) Designing and Preparing the advertisement copies;
- (b) Planning and selecting the advertising media; and
- (c) Securing space or time in all categories of media, i.e., print, televisions, radio, billboard, etc.

Additional services provided by the advertising agencies may include printing the labels of the product, designing the package, undertaking market research, presentation of advertising strategy to advertisers etc.

28.5 PACKING AGENCY

Unless goods, particularly manufactured goods are packed properly, they cannot be transported or conveniently handled. Packing serves the purpose of protecting goods from deterioration or damage, facilitates their handling and promotes their marketing. Any person or firm undertakes the task of packing goods on behalf of the producer or owner is known as a packing agent. Packing agencies design the appropriate package to be made and make use of wrappers or containers for the purpose of packing the products. The package may consist of goods wrapped in cloth, paper or plastic sheets or goods



packed in a container, carton, box, bag or crate. Packages may be of different sizes depending on the purpose in view. For example, sugar may be packed in bags for transportation but for retail sale it may be packed in small packages.

28.5.1 FUNCTIONS OF PACKING AGENCY

The following are some of the main functions of packing agency:

- (a) **Preservation of product:** The packing agent packs the goods properly so that the goods can be preserved for a long period. The original colour, shape, size can be maintained if the goods are properly packed.
- (b) **Easy handling of goods:** Packing makes handling of goods easier and more convenient. So the packing agent packs the goods in suitable container to facilitate easy handling.
- (c) **Self advertising:** Attractive packages serve as a means of self-advertising. Therefore, packing agents design and prepare the packages in a way that attract the attention of the prospective customers.
- (d) **Information on the package:** The packing agent labels useful information regarding the contents, quantities, maximum retail price, date of manufacturing and date of expiry etc. on the package of the goods. These informations are very much useful before taking any buying decision.
- (e) **Protection from damage:** Special packing is necessary for fruit and vegetable, fish, fragile goods etc. The packing agents make special packing arrangement for these goods by using straw, paper, wood etc. In case of certain specific products, transporters are cautioned about the necessity of handling the packages with due care, like, for example. "Glass with Care".
- (f) **Protection of quality:** To avoid adulteration, the products are supplied in sealed containers. It helps in maintaining its quality.



INTEXT QUESTIONS 28B

1. Who is a packing agent?

2. Identify the type of agency to which the following functions relate.

- | | |
|--------------------------------------------------------|----------------------|
| (a) It facilitates self-advertising. | <input type="text"/> |
| (b) It helps in protecting the quality of the product. | <input type="text"/> |
| (c) It chooses appropriate media for advertisement. | <input type="text"/> |
| (d) It packs the goods in suitable container. | <input type="text"/> |
| (e) It secures space and time in newspapers. | <input type="text"/> |



Notes

VISA: Visitor
Intending to Stay
Abroad

28.6 TRAVEL AND TOURS AGENCY

Travel agencies undertake a number of functions like preparing itineraries, getting reservation for travelling and hotel accommodation, arranging group tours, arranging credit facilities, helping to secure VISA, passport etc. These agencies not only work for the touring public but also for the organisations such as railways, air-ways, shipping companies and road transport companies. They provide business for these organisations and get good remuneration for their work. Sometimes, they work for hotels as well. Some of the top-most Tours and Travel Agencies in India are SITA World Travels, Indian Tourism Development Corporation, State Tourism Development Corporations of States, Thomas Cook India Ltd., and so on.

Anyone who is competent to contract and has the requisite knowledge and capability, can operate a travel and tours agency. However, if the operations are on a regional or national level, it is desirable that the agency should apply for and seek recognition of the Department of Tourism of the Government of India or the State Government concerned. There are prescribed norms of operation that must be satisfied before recognition can be obtained.

28.6.1 FUNCTIONS OF TRAVEL AND TOURS AGENCY

These agencies are indispensable to the touring public because of the following services rendered by them.

- (a) **Preparing itinerary:** These agencies have specialised knowledge of all the places of interest in a country. They help the traveling public in preparing a good itinerary i.e., programme of the travel or tours, so that the tourists can visit the maximum number of places of interest with optimum utilisations of the time and money available.
- (b) **Helping public to secure passport and complete other formalities:** These agencies help in securing the passport and completing VISA formalities on behalf of the traveling clientele in case of foreign travel.
- (c) **Getting reservation for traveling accommodation:** These agencies help the travelers and tourists in getting the traveling accommodation reserved for the travel in railways, airways, ships and buses.
- (d) **Getting reservation of hotel accommodation:** These agencies have specialized knowledge of hotels and their suitability to different types of tourists. They help in getting suitable accommodation reserved for the tourists during their stay at different places. Besides, they also provide local transport on hire for going to places of one's own interest.
- (e) **Helping tourists with credit facilities:** These agencies help the tourists by granting credit or securing credit facilities for them, in case they fall short of money while traveling.
- (f) **Arranging group tours:** These agencies arrange economic and convenient tours in groups and provide package deals or special holiday packages which include the



travel-fare and accommodation charges, sight seeing and other transportation charges to and from the place of departure. Some agencies also arrange tourist exchange programme between two countries.

- (g) **Other functions:** Traveling with these agents means individual care and personalised attention. For this purpose, most travel agencies arrange for holidaying, water sports and tracking, adventure travels, fishing, pilgrimage etc. For business executives, they arrange conferences, meetings and discussions. For foreign travellers, they also provide courier service and help in Air and Sea Cargo clearance.

What all do I need to become a travel agent?

In order to become a successful travel and tours agent, a person should need the following:

- (a) **Well equipped Office:** An office equipped with proper furniture, telephone (both fixed line and mobile), computer, internet and fax machines.
- (b) **Knowledge of modes of transport:** A travel and tours agent must have full knowledge of all available modes for domestic as well foreign travel, their availability and the fare charged by each. This helps them in offering expert advice regarding the suitability of a mode of travel to individual needs of the tourists.
- (c) **Knowledge of places of interest:** A travel and tours agent must have knowledge of all places of interest, historical or religious, both within and outside the country. This enables him to give a complete picture of different places of interest to the tourists.
- (d) **Information about hotel accommodation:** The agent must have detailed information about hotel accommodations generally available in the country, their probable charges and the facilities provided by them.
- (e) **Acquaintance with formalities to be completed:** A travel and tours agent must be acquainted with all formalities to be completed before and after the travel or tours. He must have the knowledge of the procedure for getting Passport, VISA and other formalities to be completed.
- (f) **Personal qualities:** A travel and tours agent must be fair and honest in his dealings with the traveling public. This increases his reputation and standing. He must be dedicated and hardworking. He should always remember that a tourist can only be won over with a smile. Courteous service alone can bring success to the business of a travel agent.

28.7 PLACEMENT AGENCY

After finishing their education everyone dreams of a job. What would you do? How would you locate a job that suits you? You may either look for vacancies in the newspaper or consult your employment exchange. Now a days, you can also seek the services of a placement agency for this purpose. The main function of placement agency is to introduce the job seekers to their prospective employers. A person looking for job may not know clearly how and where to look for vacancies and jobs. He/she then seeks the help of a placement agent.



The placement agencies undertake a number of functions like informing the candidates about the availability of jobs, helping them in preparing their bio data, arranging for interviews and negotiating with the prospective employers. Some of the placement agencies even arrange for jobs abroad. They help in arranging everything for a candidate right from interviews to getting VISA, arranging foreign currency and even tickets.

28.7.1 FUNCTIONS OF A PLACEMENT AGENCY

There are various functions that a placement agency performs. These are as follows:

- (a) **Preparing a data bank:** These agencies have a huge data bank of all the prospective employers and job seekers. This data bank helps them to find out the suitable employer for a job seeker, and vice versa.
- (b) **Inform the Job Seekers about the availability suitable jobs:** The placement agents inform the job seekers periodically about the employers and the availability of jobs according to their qualifications, skills and experience.
- (c) **Helping candidates in preparing bio data:** They also help the candidates to prepare their bio-data and other documents.
- (d) **Arranging interviews:** They negotiate and arrange interviews for the candidates and sometimes also give them tips on how to appear for interviews.
- (e) **Negotiation on salary and other emoluments:** On behalf of the candidate they sometimes negotiate with the company about salary and other terms and conditions of employment.

Opening a placement agency

To open a placement agency you need the following:

1. An office equipped with proper furniture, telephone, computer, internet and fax machines;
2. Data bank of prospective clients;
3. Good knowledge of personnel and human resource aspects;
4. Information about the various companies and the vacancies available in them; and
5. Personal qualities such as fairness and honesty in his dealings with the employers as well as the candidates.



INTEXT QUESTIONS 28C

1. Mention any two personal qualities of a travel and tour agent.

(a) _____

(b) _____



2. Name the relevant agency to whom you should approach in the following case.

- | | |
|-----------------------------------------------------|----------------------|
| (a) Getting reservation for hotel accommodation. | <input type="text"/> |
| (b) Helping candidates in preparing their bio-data. | <input type="text"/> |
| (c) Helping tourist with credit facilities. | <input type="text"/> |
| (d) Negotiate with salary. | <input type="text"/> |
| (e) Arranging group tours. | <input type="text"/> |

28.8 PROPERTY AGENT

Agents who act on behalf of buyers and sellers of properties are known as property agents. Such agents also act on behalf of those who wish to get properties on rent or on lease and so also the owners of properties who wish to rent out or lease their properties. It may be noted that properties include moveable as well as immoveable properties, but the property agents do not undertake deals involving moveable properties like automobile, machinery or furniture. They are engaged in the process of buying, selling or renting of immoveable properties only. Such properties may include a plot of land, a flat or building for residential or commercial purpose, a factory, shop, farmland, etc.

Property agents act as middlemen in buying and selling of properties and charge a commission or fee for their services. Likewise they charge commission or fee from parties who seek their assistance in renting the property. In other words, they charge both the parties, the property owner as well as the buyer or the tenant.

A property agent keeps on record details of properties which are on sale or available on rent in the area of his operation. He also notes the price at which the owners expect to sell, or the rental, advance deposit and other terms which the owners have in view. One who intends to buy or rent a property intimates his requirements to the agent, and is informed about the availability of properties, which may suit his purpose. He is duly informed about the price or rent, etc. The party may also like to inspect one or more properties before making his choice, hence visit is arranged by the agent.

The services of property agents are found to be most useful in growing metropolitan cities and towns. Depending upon their contacts and information regarding properties available for sale or renting, some agents restrict their areas of operation, while others have wider areas. The latter group generally advertises in newspapers about the nature of properties which are available for sale or on rent. The earnings of the property agents depend upon the value of the property bought and sold, or the amount of rental for hire.

28.8.1 FUNCTIONS OF PROPERTY AGENT

Property agents generally perform the following functions:

- (a) They procure information relating to properties available for sale or on rent in the area of operation.



- (b) They keep record of details of such properties including name(s) of owner(s), name(s) of occupier, location, size or area, facilities available nearby, whether freehold or leasehold, price or rent expected by the owner(s).
- (c) They check the title deeds in respect of the properties on sale.
- (d) They record the rent expected, advance payment, or security deposit desired, and other terms and conditions which owner(s) of properties have in view for renting.
- (e) They communicate to the public through posters, handbills or newspaper advertisements the nature of properties which are available for purchase or renting.
- (f) They provide necessary information to the intending buyers or tenants about the properties suited to their requirements.
- (g) They arrange inspection of the properties by the parties interested.
- (h) They ensure a fair deal between property owners on the one hand and the buyers or tenants of properties on the other.
- (i) They help buyers and tenants to complete the deal with owners by legal transfer of ownership or signing of rent agreement and payments required to be made.
- (j) They assist the buyer or tenant to secure possession or occupy the property.

28.9 COURIER SERVICE

What do you do when you need to send your letter urgently and speedily to a place and it is a public holiday? The Post Office is closed and you need to send it today only so that it reaches the destination next day! You can take the help of a courier service that makes sure that your letter is sent on the same day and reaches the receiver in shortest possible time.

Couriers undertake the task of receiving letters, documents and parcels from sender and delivering the same to the addressees both within the country and abroad. As you know, post offices also receive letters, packets and parcels for dispatch to the addressees through speed post. As per the convenience people can utilize the services of post office and courier services. Like post office couriers also render valuable services, ensuring timely and prompt delivery of articles. Thus, couriers supplement the postal services.

28.9.1 FUNCTIONS OF COURIERS

Couriers serve the public in different ways:

- (a) Collect letters, packets, parcels, etc. from the users of their service at no extra charge.
- (b) Receiving articles at different collection centers for despatch.



- (c) Arrange prompt dispatch of articles through messengers and other means of transport (roadways, railway, air transport, etc.)
- (d) Undertake carriage of articles to different places within the country as also countries across the borders.
- (e) Deliver articles to the addressee, against acknowledgement receipt.
- (f) Send proof of delivery (acknowledgement receipt of the re-ceiver) to the sender.

Who can be a successful Courier

To be a successful courier, a person should have full knowledge of the means of sending mail and other articles and the charges payable for the purpose. He must have the ability to select messengers (employees) both for collection of mails and delivering the same to the addressees. He must have a wide network of courier agency both in the city and outside. He must also be conscious of and discharge his responsibilities with diligence towards the senders to ensure safe and timely deliver of articles to the parties concerned.

28.10 PACKERS AND MOVERS

Suppose you want to shift your business to a far away place. How would you manage to shift all your goods, furniture, equipment etc. without facing too many problems? In this context, the services of movers and packers can be utilised.

Packers and movers help of people when they want to shift from one place to another. They arrange the packing the goods properly to protect the goods from deterioration or damage, facilitate their handling and make sure that they are delivered safe and sound at their destination. Any person or firm undertaking the task of packing and shifting the goods on behalf of the owner is known as a packer and mover agent. They pack the goods in suitable containers and then send the goods to the place of destination by using their own transport system or by hiring the public vehicles or through train. They also arrange insurance of valuable goods while sending them to distant places. For all these services they charge fee form the sender of the goods.

28.10.1 FUNCTIONS OF PACKERS AND MOVERS

The following are some of the important functions of Packers and Movers.

- (a) **Packing the goods:** The packers and movers pack the goods according to the shape, size and type of goods. They make use of wrappers or containers for the purpose of packing the products. The packing material may consist of cloth, plastic sheets, carton, box, bag or crate etc.
- (b) **Transporting the goods:** The packers and movers take the responsibility of sending the goods to the place of destination. They send the goods by road and rail to the place of destination. Some packers and movers use their own transport facility to send the goods.



Notes

- (c) **Risk Bearing:** The packers and movers bear the risk in handling the goods. The goods damaged or destroyed in transit or while packing and unpacking are to be borne by them. So they take utmost care and use best quality packing material and engage well trained and experience staff for this purpose.
- (d) **Insuring the goods:** To avoid the risk of loss during transit the packers and movers insure the valuable items during shifting to a long distance.
- (e) **Unpacking the goods:** Once the goods reach the place of destination they undertake the function of unpacking the goods. They check each and every items place them in proper place.



INTEXT QUESTIONS 28D

1. The commission or fee of the property agents is generally calculated on the basis of:
 - (a) _____
 - (b) _____
2. Identify the agency to which the following functions relate:
 - (a) Keep record of details of properties to be brought and sold.
 - (b) Pack the goods and send it to the destination.
 - (c) Assist the buyer to secure possession of the property.
 - (d) Deliver articles to the addressee, against acknowledgement receipt.
 - (e) Check the title deeds in respect of the properties on sale.

If you want to be self-employed, and work independently then setting up and running your small business as service provider is the best thing to do. No matter what your gender, age, qualifications or skills are; you can surely start a small business and then expand it gradually. All it needs is careful planning, knowledge about the service, enthusiasm and determination to move on. Setting up an agency is one of the small businesses that can be started initially even from home.



28.11 WHAT YOU HAVE LEARNT

- The agency that helps the businessman in buying and selling of goods is known as Commission Agency. The agents when appointed to buy goods are known as Purchase Agents. When appointed to sell goods, they are known as Sales Agents. In addition to buying and selling of goods the commission agents also provide various marketing services and advisory services. Sometimes, they also provide financial assistance to their principals.
- There are two types of commission agent, viz. Factors and Brokers. A factor is a commission agent employed to sell goods consigned or delivered to him by the principal. A broker is an agent who makes bargain for others and receives commission for his service.
- Clearing and forwarding agents act on behalf of the importers and exporters and complete all formalities required for clearing the goods from the port of destination, loading the goods on the ship. They also take care of all customs formalities at the ports while clearing and despatch of goods.
- An agency that renders specialised services in advertising and marketing the products is known as Advertising agency. It helps in designing and preparing the advertisement; planning and selecting advertising media; and securing space or time in all categories of media.
- Packing agency helps in packing the goods properly to protect the goods from deterioration or damage, facilitates their handling and promotes their marketing.
- Travel and Tour agencies undertake a number of functions like, preparing itineraries, getting reservation for travelling and hotel accommodation, arranging group tours, arranging credit facilities, helping to secure visas and passports etc.
- The placement agencies undertake a number of functions like informing the candidates about the availability of jobs, helping them in preparing their bio data, arranging for interviews, negotiate with the prospective employers etc
- Agents who act on behalf of buyers and sellers of properties are known as property agents. Such agents also act on behalf of those who wish to get properties on rent or on lease and the owners of properties.
- Couriers undertake the task of receiving letters, documents and parcels from sender and delivering the same to the addressees both within the country and abroad.
- Packers and movers help people when they shift from one place to another. This agency serves the purpose of protecting goods from deterioration or damage, facilitates their handling and make sure that they are delivered safe and sound at their destination.



28.12 KEY TERMS

Advertising agency	Brokerage	Brokers
Clearing and Forwarding agents	Commission agency	Courier service
Factors	Travel and Tour agency	Itinerary
Packers and movers	Packing agent	Placement agency
Property agent		



28.13 TERMINAL QUESTIONS

Very Short Answer Type Questions

1. What is meant by the term Brokerage?
2. Mention any two functions of a placement agency.
3. State any two informations given on the package of the goods for the benefit of buyer.
4. State any two functions of clearing and forwarding agents.
5. What is meant by Commission agency?

Short Answer Type Questions

6. Distinguish between Factors and Brokers by giving any two points of distinction.
7. Explain any two functions of a Travel and Tour agent.
8. Describe any two functions performed by packers and movers.
9. State the necessity of a placement agency.
10. A placement agency saves time and energy of a job seeker? Do you agree? Explain in brief.

Long Answer Type Questions

11. Explain in detail any agency business that you can start on your own.
12. State any six functions of a property agent.
13. Describe any four functions of a packing agent.
14. Explain any four functions of Packers and Movers.
15. In your district there are lots of unemployed youths and there are number of factories are coming up. One of the factory owners confides the problem of getting suitable



manpower in the factories of that locality. You want to start a placement agency to help in this situation. How would you go about setting a placement agency? Explain in detail.



28.14 ANSWERS TO INTEXT QUESTIONS

- 28A** 1. (a) Completing formalities for shipment of goods.
(b) Clearing goods from the port of destination
2. (a) F (b) F (c) B (d) F (e) F
- 28B** 1. The agent that undertakes to pack the goods properly to protect it from deterioration or damage, facilitates their handling and promotes their marketing, is called as Packing agent.
2. (a) Packing agency
(b) Packing Agency
(c) Advertising agency
(d) Packing Agency
(e) Advertising agency
- 28C** 1. (a) Fair and Honest
(b) Hardworking
2. (a) Travel and Tour agent
(b) Placement agent
(c) Travel and Tour agent
(d) Placement agent
(e) Travel and Tour agent
- 28D** 1. (a) The value of the property bought and sold
(b) The amount of rental for hire.
2. (a) Property agent
(b) Packers and Movers
(c) Property agent
(d) Courier
(e) Property agent



DO AND LEARN

Survey in you locality and find out the need and opportunity for starting of any agency service. Also make a list of the requirement to start such agency service.



Notes



ROLE PLAY

Ramesh and Satish are two friends. Ramesh runs his own Travel and Tour agency. Satish is now studying in the university. They met each other after a gap of five years.

Ramesh : Hello, Satish. How are you?

Satish : Hello. I am fine. But why are you looking so tense?

Ramesh : I am not performing very well in my business of Travel and Tour agency. Last year I suffered a loss of Rs. 50,000.

Satish : Oh! That's not good. What is the reason?

Ramesh explained to Satish about his roles and functions as a Travel and Tour agent. Satish listened to it carefully and found that must of the functions, which need to be carried out by the Travel and Tour agents, are not being undertaken by Ramesh. He advised Ramesh to take care of those omissions and carry on the business.

In the light of the functions given in the text, you are advised to continue the conversation of these two friends.

Chapter at a Glance

- 28.1 Commercial Agency Services
- 28.2 Commission Agency
 - 28.2.1 Functions of Commission Agencies
 - 28.2.2 Types of Commission agents
- 28.3 Clearing and Forwarding Agency
 - 28.3.1 Functions of Clearing and Forwarding Agents
- 28.4 Advertising Agency
 - 28.4.1 Functions of Advertising agency
- 28.5 Packing Agency
 - 28.5.1 Functions of Packing Agency
- 28.6 Travel and Tours Agency
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- 28.9 Courier Service
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 - 28.10.1 Functions of Packers and movers