

Chapter 10

Internal Trade

One Mark Questions

1. What is internal trade?
2. State the two types of internal trade.
3. What is wholesale trade?
4. What is retail trade?
5. Which type of trader acts as a link between wholesalers and consumers?
6. Which type of trader acts as a link between manufacturers and retailers?
7. State any one difference between wholesaler and a retailer.
8. State any one type of itinerant retailers commonly seen in India.
9. State any one feature of itinerant retailers.
10. Name the type of retailers who open their shops at different places on fixed days or dates.
11. Where do you commonly find street traders in a town?
12. What type of services is given by Cheap Jacks?
13. State any one feature of fixed shops retailers.

14. Specify any one characteristic feature of fixed shop retailers.
15. State the biggest advantage of general stores?
16. What type of goods is dealt in specialty shops?
17. Which type of small fixed shop retailer deals with used goods, books, antique items, etc?
18. Carry 'needle to an aeroplane' –this statement applies to which type of fixed shop large retailers?
19. Give an example for Departmental Stores.
20. Give an example for multiple shops.
21. State any one type of goods suitable for Mail Order Houses.
22. State any one advantage of consumer co-operative stores?
23. Expand AVM.
24. Which is the commonly seen Vending Machine in banking service?
25. State any two products suitable for selling through AVMs.
26. Expand ASSOCHAM.

Multiple Choices One Mark Questions

1. Which of the following do not come under the types of itinerant retailers?
 - (a) Peddlers and Hawkers
 - (b) Market Traders
 - (c) Cheap Jacks
 - (d) Street Stall holders
2. Which of the following is not a fixed shop large retailer?
 - (a) General Stores
 - (b) Chain stores
 - (c) Mail Order Houses
 - (d) Super markets
3. The goods not suitable for Mail Order Houses are
 - (a) Those which can be graded and standardized
 - (b) Those which can be transported at low cost
 - (c) Those which have ready demand in the market
 - (d) Those which are perishable and bulky
4. Which of the following statement does not apply to a wholesaler
 - (a) He buys in bulk from manufacturers and sells in relatively small lots
 - (b) He undertakes buying and selling in their own name
 - (c) He bears variety of risks
 - (d) He acts as a link between manufactures and consumers

Two Marks Questions

1. State any two features of wholesalers.
2. State any two features of Retailers.
3. How do wholesalers help in facilitating large scale production?
4. How do retailers help in collecting market information for manufactures and wholesalers?
5. State any two services of retailers to consumers.
6. State any two types of itinerant retailers commonly seen in India.
7. State any two features of itinerant retailers
8. State any two types of fixed shop small retailers.
9. State any two types of fixed shop large retailers.
10. Give the meaning of specialty stores.
11. Give the meaning of Second hand goods shop.
12. What do you understand by departmental stores?
13. State any two advantages of departmental stores.

14. State any two limitations of departmental stores.
15. Give the meaning of chain stores or multiple shops.
16. State any two advantages of chain stores.
17. State any two limitations of chain stores.
18. Distinguish between departmental stores and chain stores by taking any two bases.
19. How do mail order houses do retailing business?
20. State any two alternatives available for customers to make payments in mail order business?
21. State any two types of goods suitable for mail order business.
22. State any two advantages of mail order business.
23. State any two limitations of mail order business.
24. Give the meaning of consumer co-operative stores.
25. How consumer co-operative stores can be started?
26. State any two advantages of consumer co-operative stores.
27. State any two limitations of consumer co-operative stores.
28. Give the meaning of super markets?
29. Give the meaning of Vending Machines.
30. State any two types of products suitable for selling through vending machines.
31. State any two areas of interventions by the chambers of commerce in promoting internal trade in the country.

Four Marks Questions

1. Explain briefly any four services of wholesalers to manufacturers.
2. Explain briefly any four services of wholesalers to retailers.
3. Explain briefly any four services of retailers to manufacturers and wholesalers.
4. Explain briefly any four services of retailers to consumers.
5. Explain briefly the features of itinerant retailers.
6. Explain briefly the different types of itinerant retailers.
7. Explain briefly different types of fixed shop small retailers.
8. Explain briefly any four features of departmental stores.
9. Explain briefly four merits of departmental stores.
10. Explain briefly the limitations of departmental stores.
11. Explain briefly any four features of multiple shops.
12. State any four differences between departmental stores and multiple shops.
13. Explain briefly any four merits of multiple shops.
14. Explain briefly the limitations of multiple shops.
15. Mail Order Houses are not suitable for all types of products. State the types of products suitable for the Mail Order Houses.
16. Explain any four advantages of mail order business.
17. Explain any four limitations of mail order business.
18. Explain any four advantages of consumers' co-operative stores.
19. Explain the limitations of consumers' co-operative stores.
20. Explain the features of super markets.
21. Explain the merits of super markets.
22. Explain briefly the limitations of super markets.
23. Write a short note on Vending machines.
24. Explain briefly any four areas of intervention by Commerce and Industry Associations in the promotion of internal trade.

Eight Marks Questions

1. Who is a wholesaler? Explain the services of wholesalers to manufacturers.
2. What is retail trade? Explain the services of a retailer to consumers.
3. Explain the features and common types of itinerant retailers operating in India.
4. Explain the different types of fixed shop small retailers.
5. Explain merits and limitations of Departmental stores.
6. What is meant by chain stores? Explain its features.
7. Explain the merits and limitations of chain stores.
8. Explain the merits and limitations of Mail Order Houses.
9. What are Super Markets? Explain their characteristic features.
10. Explain the merits and limitations of Super markets.
11. Explain the role of Chambers of Commerce in the promotion of internal trade.