

National Institute of Open Schooling
Secondary Course : Business Studies
Lesson 13 : Channels of Distribution
Worksheet - 13

1. A channel of distribution is the route or path along which goods move from producers to ultimate consumers. In the light of this statement, elaborate the concept of channel of distribution with the help of an example.
2. Mr. Ankit is the producer of goods. Suggest him the different types of channels he can employ for distribution of these goods.
3. Wholesalers are one of the important middlemen in the channel of distribution who deal with the goods in bulk quantity. Discuss the various functions performed by wholesalers.
4. Explain the various functions performed by the retailer.
5. Your friend is a bit confused between the wholesaler and retailer. Explain to him the difference between the two.
6. How do the retailers consider it as an important channel of distribution? Also, explain its characteristics.
7. Do you think, can we replace the wholesaler with the retailer in business? Give suitable arguments.
8. Your friend does not know about the wholesaler. Explain to him about the wholesaler along with its characteristics.
9. What are the different types of risks borne by the retailers?
10. Give five examples of services that are distributed through the indirect channels.