

CHOITHRAM SCHOOL MANIKBAGH INDORE

CLASS XI Session: 2016-17

SUBJECT- BUSINESS STUDIES

ASSIGNMENT No. IV

Scheduled Date: 13/01/2017

Submission Date: 17/01/2017

Q.no	Questions	Mark
Very Short Answer		
1.	List the two broad categories of trade.	1
2.	Which shops deal in specific line products?	1
3	Give two examples of chain stores.	1
Very Short Answer		
4	Distinguish between a wholesaler and retailer. Give any point of difference.	2
5	Jyoti has shifted residence in a new settlement colony. There are no retail shops nearby. What difficulties will Jyoti face in above case?	2
6	Explain the concept of vending machines.	2
7	“Net worth individuals and firms are more efficient than networked individuals and firms”. What does this mean ?	2
Short Answer		
8	Identify the types of retailers in the following statements:- a. Mangal sells goods from one street to another, from one locality to another. b. Rajkumar sells only school uniforms. c. Deepanshu deals only in second hand books.	3
9	Why are departmental stores not popular in India ? Give any three reasons.	3
10	Explain the factors which make way for the scope and survival of small business enterprise in a competitive market.	3
Long answer		
11	These shops are located near residential areas or in busy markets dealing in a limited range of merchandise, mostly standard consumer products. These shops sell goods at fixed prices and maintain uniform pricing policies for all the shops. (i) Identify and give one example of it. (ii) Explain any two advantages of above mentions shops.	5
12	A London based manufacturing co. manufacturing washing machines wish to add 2 new products in India namely AC's ad Refrigerators. Out of a lot of 10 applicants the co. chose two wholesale firms (headed by females) whose proposals were very competitive and attractive. The wholesaler firm of AC's hired the services of a (differently abled retailer) Hari at competitive prices to sell AC's in Delhi, Hari informs his wholesaler firm's head that the consumers of Delhi wish that their houses are cold when they reach their homes in the scorching heat of Delhi. a. Explain four services rendered by retailers to wholesalers or manufacturers. b. Identify two values which are being adhered to in the above para.	5