

# 30 Lecture - MGT211

## Important Subjective

1. **What is the difference between a wholesaler and a retailer?**

Answer: A wholesaler is an intermediary that purchases products in bulk from manufacturers or other sources and resells them to retailers or other intermediaries. A retailer, on the other hand, purchases products in smaller quantities from wholesalers or directly from manufacturers and sells them to end consumers.

2. **What are the three main functions of a wholesaler?**

Answer: The three main functions of a wholesaler are bulk purchasing, warehousing, and transportation. Wholesalers purchase goods in large quantities, store them in warehouses, and transport them to retailers or other intermediaries.

3. **What is physical distribution and why is it important?**

Answer: Physical distribution is the process of delivering products from the manufacturer to the end consumer. It involves activities such as transportation, warehousing, inventory management, and order processing. Effective physical distribution is important because it can help reduce costs, improve customer satisfaction, and increase efficiency.

4. **What are the different types of retailers?**

Answer: The different types of retailers include department stores, specialty stores, supermarkets, convenience stores, discount stores, and online retailers.

5. **What is the difference between direct and indirect distribution?**

Answer: Direct distribution involves selling products directly to consumers, while indirect distribution involves using intermediaries such as wholesalers, retailers, or agents to distribute products to consumers.

6. **What is a channel of distribution?**

Answer: A channel of distribution is the path that a product takes from the manufacturer to the end consumer. It includes all of the intermediaries that are involved in the distribution process.

7. **What are the benefits of using intermediaries in the distribution process?**

Answer: The benefits of using intermediaries in the distribution process include increased market coverage, reduced costs, and improved efficiency. Intermediaries can also provide valuable services such as storage, transportation, and marketing.

8. **What is a physical distribution system?**

Answer: A physical distribution system is the network of activities that are involved in getting products from the manufacturer to the end consumer. It includes all of the processes and activities that are necessary for efficient and effective physical distribution.

9. **What is the difference between intensive, selective, and exclusive distribution?**

Answer: Intensive distribution involves selling products through as many outlets as possible, while selective distribution involves selling products through a limited number of outlets. Exclusive distribution involves selling products through a single outlet or a limited number of exclusive outlets.

10. **What are the different types of wholesalers?**

Answer: The different types of wholesalers include merchant wholesalers, brokers or agents, manufacturers' sales branches or offices, and import/export merchants.