

# 30 Lecture - MGT301

## Important Subjective

1. **What is the difference between retailing and wholesaling?**

Answer: Retailing involves the sale of goods or services directly to consumers through various channels, while wholesaling involves the sale of products or services in bulk to other businesses, such as retailers, resellers, or institutional buyers, rather than to individual consumers.

2. **What are the different types of retailing channels?**

Answer: Some examples of retailing channels include brick-and-mortar stores, online platforms, mobile applications, pop-up shops, and vending machines.

3. **What are some common challenges faced by retailers?**

Answer: Retailers may face challenges such as managing inventory levels, maintaining a competitive pricing strategy, managing customer relationships, and keeping up with changes in technology.

4. **What are some common challenges faced by wholesalers?**

Answer: Wholesalers may face challenges such as finding new customers, managing inventory levels, maintaining profitability, and dealing with competition from other wholesalers.

5. **What are some common marketing strategies used by retailers?**

Answer: Some common marketing strategies used by retailers include advertising, personal selling, public relations, sales promotions, and digital marketing.

6. **What are some common marketing strategies used by wholesalers?**

Answer: Some common marketing strategies used by wholesalers include developing relationships with retailers, offering discounts for bulk purchases, providing superior customer service, and maintaining a strong online presence.

7. **What are the benefits of e-commerce for retailers?**

Answer: E-commerce can provide retailers with access to a wider customer base, lower overhead costs, and the ability to offer personalized shopping experiences.

8. **What are the benefits of e-commerce for wholesalers?**

Answer: E-commerce can provide wholesalers with the ability to reach a wider customer base, streamline their sales processes, reduce costs associated with physical distribution, and offer real-time inventory management.

9. **How can retailers ensure customer satisfaction?**

Answer: Retailers can ensure customer satisfaction by offering high-quality products, providing superior customer service, offering competitive pricing, providing a personalized shopping experience, and offering a convenient and efficient shopping experience.

10. **How can wholesalers ensure customer satisfaction?**

Answer: Wholesalers can ensure customer satisfaction by offering high-quality products, providing excellent customer service, offering competitive pricing, providing a reliable supply

chain, and offering efficient order processing and delivery.