



BUSINESS STUDIES

BOOKS - SHREE RADHEY PUBLICATION

BUSINESS STUDIES (HINGLISH)

INTERNAL TRADE

Case Study

1. Birju is a vegetable seller who sells all kinds of vegetables on his hand cart every morning and moves from one place to another during the day to sell his stock at the doorstep of the customers.

In the context of the above case.

I. Birju will be classified as which type of Retailer.

II. State any two feature of that retailer.



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2. Aman is a trader dealing in low cost fashionable footwear. In order to sell his goods he opens his shop on fixed days in different market.

In context of above case.

I. How would you classify Aman as a type of Retailer.

II. Name the catrgory of that type of retail trade as identified in part (a)

III. Explain any two features of this category.



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3. Harmeet Singh owns a large scale retail outlet in Chandigarh. He deals with various kinds of products in his shop like textiles footwear, cosmetics, stationary, Grocery, etc. He sells them in different divisions in his big shop.

In context of the above cases:

1. Identify the type of retail outlet being described in the above lines.
2. State any three features of that outlet.



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4. PQR Ltd. Is a well known company dealing with all kinds of organic products. The company sell its products through a chain of outlets located in well populated areas, which is in the vicinity of residential areas for the convenience of customers across the country. The company sell its products at uniform price at all its outlets and follow some interior and exterior look of the outlets.

I. Identify the type of retail outlet being described in above lines.

II. Explain any three features of that outlet.



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5. Radha recently came across an advertisement of a supply of weight reducing equipment in the newspaper. The product is being manufactured by a small trader and is available for sale throughout the country by placing an order through post. The buyer has been given a option of cash on delivery or digital cash as a payment option.

I. Identify the type of retail trade being described in above para.

II. State any three features of that trade



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6. Sahil owns a coaching centre in Delhi, he has often observed that student buy eatables from street vendors before and after class. For the benefit of students and to provide them hygienical food, he recently installed an automated machine at his coaching centre, which dispenses various kinds of food items on inserting a coin.

I. In the above para, they are discussing about which machine.

II. State any two feature of that machine.



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1. Name the tax which combine all indirect taxes :

A. VAT

B. Sales Tax

C. GST

D. Excise

Answer: (c)



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2. The representative body of business is :

A. WTO

B. Chamber of Commerce and Industry

C. Business Organisation Union

D. None of the above

Answer: (b)



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3. The Retailer having no fixed place of selling are called:

A. Vendors

B. Seller

C. Itinerants

D. None of the above

Answer: (c)



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4. Goods with minor defects are sold at:

A. Second hand goods shop

B. Seconds shop

C. general store

D. None of the above

Answer: (b)



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5. The retailer who sell their goods in weekly markets are known as:

- A. Hawkers
- B. Periodic Market Traders
- C. Cheap Jacks
- D. Sheet Traders

Answer: (b)



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6. GST is charged on:

- A. Supply
- B. On sale
- C. On Revenue
- D. None of the above

Answer: A



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7. Buying Round the clock is possible at:

- A. Retail Shop

B. Vending Machine

C. Departmental Store

D. None of the above

Answer: (b)



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8. Freight charges are born by seller under:

A. (a) FOB

B. (b) C & F

C. (c) CI & F

D. (c) b & C

Answer: (d)



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9. Shops having same Interior exterior and sell at uniform price are called:

A. Departmental store

B. Chain Store

C. Both (a) & (b)

D. None

Answer: (c)



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10. Who is the Chair person of GST Councilors:

- A. Prime Minister
- B. President
- C. Finance Minister
- D. None of the above

Answer: (c)



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Very Short Answer Questions

1. What do you mean by Internal Trade ?



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2. Who are Itinerants?



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3. Name any two Itinerants.



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4. Large quantity buying is characteristic of a type of trade Name it.



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5. In which type of shops goods with little defects are sold?



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6. In which type of shops used goods are bought and sold?



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7. Give any two services of retailer to the customers.



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8. Give one example of chain stores.



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9. In which business are goods bought and sold through postal services?



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10. In which business are goods bought and sold through postal services?



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11. Mention the name features of the store in which there are a number of departments in the same building selling different types of commodities.



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12. Which trade involves buying and selling of goods and service within the boundaries of a nation?



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13. Spencer, Big Apple and Big Bazar are examples of a type of fixed shop (large store) what is its?



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14. By what name the traders who do not have a fixed place of business to operate from, are known.



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15. What is the biggest advantage of general stores?



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16. Identify the type of Internal Trade in the following statements.

(a) A businessman buying and selling goods in small quantities.

(b) A businessman specialised in one line of product.

(c) A businessman buying large quantities from manufacturers.

(d) A businessman dealing with larger variety of goods under one roof.



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17. A Pan Masala seller put up a stall outside a school where large number of school children starting buying pan masala. He did not mention even the tobacco contents on the packed of packet pan masala. What values are ignored here?



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18. Mansi orders a mixer on the basis of an advertisement in a newspaper specifying the features, price, delivery terms. It specified that the term of payment will be VPP only. Identify this type of retail business.



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19. What is meant by internal trade?



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20. What do you understand by wholesale trade?



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21. Enumerate the features of retail trade.



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22. How does market information provided by the wholesalers benefit the manufactures?



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23. Differentiate between itinerants and fixed shop retailers.



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24. What is a super bazar?



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25. What is the difference between a hawker and a pedlar?



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26. Who are itinerants? Name different types of itinerants.



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27. Give two points of difference between single line store and speciality store.



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28. Enumerate the services of the wholesaler to manufacturer.



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29. State any two functions of a retailer.



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30. State any two benefits of super markets.



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31. Explain the meaning of Automatic Vending Machine.



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Case Studies And Hots

1. Name the retail organization where same type of commodities are sold at uniform prices located all over the country. What are the features of such organisations?



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2. "Wholesaler is a handle in distribution chain". Do you agree?



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3. List some forms of interventions made by the Indian Chamber of Commerce and Industry for promoting internal trade.



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4. Puma stores are networks of retail shops owned and operated by Puma Company. These shops operate in

different parts of country. One can easily identify these shops in any part of the country as they have same appearance, even their interior is also identical. All the shops are supplied the goods from head office only and all the policies for all branches are made by head office only. Even store sell some goods at uniform prices.

(a) State the type of retail store mentioned in above case.

(b) State any two features of chain store.



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5. Skylark Stores is a large scale retail outlet which was started by the SKY Group of companies, way back in the

year 2005. It is located in the heart of Bengaluru city. It given its elite customers a complete shopping experience with e-carts, amphitheatre and centralized air - conditioning. It offers a wide variety of branded products, classified into well managed division, under one roof as stated below:

Men's section	Women's section	Children's section
Allen Sally	Biba	Ginny & Johny
Raymond	Maybellene	Disney
Zodiac	Madame	Barbie

(a) Identify which type of retail is Skylark Stores?



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6. This company only employed four people. They had customers calling in at the trade counter for their

products. Due to the small number of staff employed. Sometimes customers had to wait while the staff finished either on the phone or with other waiting customers . Although customers never said anything, sometimes there was the feeling of customers getting impatient while waiting for service. We contacted the company and suggested one table top fully automatic profile drinke machine. This would enable customers to have a drink whilst waiting for service and help alleviate their frustration. The system was installed and as a result not only did it help alleviate the customer's anxiety but also led to added business, as competitors in the town did not offer this type of facility. What was the facility suggested to the company.



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Short Answer Questions

1. What is meant by internal trade?



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2. Specify the characteristics of fixed shop retailers.



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3. What purpose is served by wholesalers providing warehousing facilities?



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4. How does market information provided by the wholesalers benefit the manufactures?



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5. How does the wholesaler help the manufacturer in availing the economies of scale?



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6. Distinguish between single line stores and speciality stores. Can you identify such stores in your locality?



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7. How would you differentiate between street traders and street shops?



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8. Explain these services offered by wholesalers to manufacturers.



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9. What are the services offered by retailers to wholesalers and consumers?

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Long Answer Questions

1. Itinerant traders have been an integral part of internal trade in India. Analyse the reason for their survival in spite of competition from large-scale retailers.

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2. Discuss the features of a departmental store. How are they different from multiple shops or chain stores?



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3. Imagine life without your local market. What difficulties would a consumer face if there is no retail shop?



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4. Explain the usefulness of mail order houses. What type of products are generally handled by them?

Specify.



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Short Answer Type Questions

1. Define a wholesaler and describe his functions.



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2. Describe the features of departmental stores.



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3. Explain the difference between a departmental store and chain store.



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4. If the wholesaler is eliminated what difficulties do you think the manufacturer will have to face?



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5. Distinguish between a wholesaler and retailer.



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6. What are general stores? Explain the features of general stores.



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7. Explain the benefits of Automatic Vending Machine.



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Long Answer Type Questions

1. Explain different types of small-scale retail shops .



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2. Why are consumer cooperative stores considered to be less expensive? What are their advantages?



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3. Imagine life without your local market. What difficulties would a consumer face if there is no retail shop?



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4. What do you understand by internal trade? Discuss its types in brief.



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5. Explain the services of a wholesaler to a producer and retailer.



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6. Write a note on shopping malls.



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7. Describe the role and functions of the Chamber of Commerce.



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