SET-A

General instructions:
(1) All questions are compulsory
(2) Marks allotted to questions are indicated against each of them.
(3) Answers should be brief and to the point.
(4) This question paper contains 18 questions.

1. Define a ‘Product’?
2. What is Exclusive distribution?
3. Describe Warehousing
4. What are ‘Speciality goods’?
5. What do you understand by Business-to-Business channel in distribution of goods?
6. Give any two points of importance of ‘Packaging’.
7. What do you mean by ‘Physical distribution’? What are the activities of it?
8. What services are performed by the wholesalers to the retailers in distribution of products? Explain.
9. Distinguish between Durable and Non-durable goods with examples.
10. Give important classification of goods along with basis of classification.
11. How to measure the stages of ‘Expanded Product Life Cycle’
12. Distinguish between Corporate Vertical Marketing System and Administered Marketing System. Explain with example.
14. What are Convenience products? How these are different from shopping products?
15. Explain the various direct channels of distribution.
17. What do you understand by ‘Speciality departments’? Explain various departments under it.
18. Explain the classification of goods to the organisations production process and cost structure.