

**National Institute of open schooling**  
**Senior Secondary Course : Business Studies**  
**Lesson 22 : Internal Trade**  
**Worksheet – 22**

1. Explain in not more than 60 words about the nature of relationship with producer/consumer, where there is direct Link with produces and indirect link with the consumers?
2. Explain the trade in which it requires display of product attractively?
3. “Presence of too many middle men increases the price of product” explain how.
4. Mr. X has a shop which enjoys large scale purchase or production of goods. Do you think that customer can bargain in this shop? Explain.
5. Share your views whether upper markets are more convenient for customers and why?
6. Mrs. Reshma is a wholesaler in the distribution channel. Explain in your words the role and responsibilities of Mrs. Reshma as a wholesaler.
7. Explain in not more than 60 words about the interesting trends that have emerged in Retailing?
8. What kind of marketing relates to the situation where producers approach the consumers over the telephone and ultimately persuade them to buy a product? Are the customers satisfied?
9. Share your views about the middle men as they provide services to both producers and consumers and if they should exist in the trade or eliminated from the same?
10. Explain in details about the role of wholesalers and retailers in the chain of distribution.