IAME	INDEX NUMBER	
CHOOL	DATE	
40057	CHAIN OF DISTRIBUTION	
1995 P		(4 marks)
Out	ine four benefits that customers get from small – scale retailers.	(4 marks)
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		•••••
1996 P	1 -	
Hiş	phlight four benefits that accrue to a customer who buys directly from a man	ufacturer
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		(4 mar
1996 P2		(4 mar)
Des	scribe five circumstances under which a producer would sell his goods to his	(4 mar)
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Des	scribe five circumstances under which a producer would sell his goods to his	(4 mar)
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4.	1997 P1	
	Name four channels the a manufacturer would use to distribute his goods to the	
	customer (4 marks)	
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5	1997 P2	
5.		
	Zango manufacturers who have been selling their products directly as retailers	
	have decided to distribute the products through wholesalers. Explain five benefits	
	that Zango manufacturers may get from this new arrangements. (10 marks)	
6.	1997 P2	
	Explain five ways in which an efficient road transport system may promote trade	
	within a country. (10 mar)	cs)
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7.	1998 P1 Highlight four factors that should be considered in choosing a method of distributing agricultural produce (4 marks)
8.	1999 P2
o.	Explain four factors that may be considered in determining the appropriate channel for distributing goods (10 marks)
9.	2000 P1 Give disadvantages of long chain of distribution of goods to a buyer (4 marks)
10.	2000 P2  Describe five channels that can be used to distribute locally manufactured goods (10 marks)

11.	2001 P1	
11.		
	State four benefits to a large consumer who buys directly from the producer. (4 marks)	
12.	2001 P2	
	Discuss circumstances under which a wholesaler becomes essential in the chain	
	Discuss circumstances under which a wholesaler becomes essential in the chain of distribution (10 marks)	(;
	Discuss circumstances under which a wholesaler becomes essential in the chain of distribution (10 marks)	s)
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13.	2001 P2 Explain the channel of distribution for imported goods	(10 marks)
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14.	Outline four benefits to a large consumer who buys directly from the producer.	. (4 marks)
15.	2003 P1  Highlight four circumstances under which a manufacturer may prefer to sell goods directly to the consumers	(4 marks)
16.	2003 P1 Explains six functions of marketing boards in Kenya	(12 marks)

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17	204 D2
17.	004 P2
	Kabu manufacturers have decided to distribute their goods through wholesalers.
	Discuss five benefits that would account to Kabu manufacturers (10 marks)
18.	2006 Q4a P2
10.	a) Musi Enterprises are considering to market their imported products direct to consumers.
	Outline five reasons that may be influencing them to make this decision. (10 marks)
	Outline five reasons that may be influencing them to make this decision. (10 marks)
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10	4000 O 4 - D4
19.	2008 Q4a P2
	Explain five circumstances that would influence a producer to use wholesalers in
	distributing farm produce
20.	2010 Q17 P1
	State <b>four</b> services that a wholesaler may offer to a manufacturer. (4 marks)
	( ) marks)
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