

NAME _____ INDEX NUMBER _____

SCHOOL _____ DATE _____

CHAIN OF DISTRIBUTION

1. 1995 P1

Outline four benefits that customers get from small – scale retailers. (4 marks)

.....

.....

.....

.....

2. 1996 P1

Highlight four benefits that accrue to a customer who buys directly from a manufacturer (4 marks)

.....

.....

.....

.....

3. 1996 P2

Describe five circumstances under which a producer would sell his goods to his consumers (10 marks)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

4. 1997 P1

Name four channels the a manufacturer would use to distribute his goods to the customer (4 marks)

.....

.....

.....

.....

5. 1997 P2

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 marks)

.....

.....

.....

.....

.....

.....

7. **1998 P1**
Highlight four factors that should be considered in choosing a method of distributing agricultural produce (4 marks)

8. **1999 P2**
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

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 of distribution (10 marks)

17. 2004 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

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)

