

## CHAPTER-12 | Understanding Markets

QUIZ  
PART-05

1. Who buys goods in large quantities directly from producers?
- Retailers
  - Consumers
  - Wholesalers
  - Distributors (C)

**Explanation :** Wholesalers buy goods in bulk directly from producers or manufacturers.

2. Where do wholesalers store goods before supplying them to retailers?
- Shops
  - Godowns (warehouses)
  - Markets only
  - Factories (B)

**Explanation :** Wholesalers keep goods in large warehouses called godowns.

3. What special facility helps preserve perishable goods in warehouses?
- Heating system
  - Cooling fans
  - Cold storage
  - Packaging unit (C)

**Explanation :** Cold storage helps preserve perishable goods for a longer time.

4. Retailers mainly sell goods to:
- Producers
  - Wholesalers
  - Final consumers
  - Exporters (C)

**Explanation :** Retailers sell goods in small quantities directly to consumers.

5. What is the main difference between wholesalers and retailers?
- Wholesalers sell services only
  - Retailers sell goods in small quantities
  - Wholesalers sell only online
  - Retailers store goods in factories (B)

**Explanation :** Retailers sell goods in small quantities, while wholesalers deal in bulk.

6. Who helps connect wholesalers to retailers when distance is large?
- Manufacturers
  - Consumers
  - Distributors
  - Farmers (C)

**Explanation :** Distributors help move goods from wholesalers to retailers over long distances.

7. In online markets, businesses that store and deliver products are called:
- Producers
  - Retailers
  - Aggregators
  - Agents (C)

**Explanation :** Aggregators store products in bulk and deliver them to online buyers.

8. What is the role of wholesalers in the supply chain?
- Selling goods directly to consumers
  - Manufacturing products
  - Distributing goods to retailers and estimating demand
  - Advertising goods (C)

**Explanation :** Wholesalers help maintain supply by distributing goods and estimating future demand.

9. The Surat textile market is famous for:
- Oil production
  - Textile manufacturing
  - Automobile production
  - Software services (B)

**Explanation :** Surat is a major textile centre known for cotton and synthetic textile production.

10. What helps ensure uninterrupted supply of products to consumers?
- Only retailers
  - Only manufacturers
  - Proper coordination by wholesalers
  - Only government support (C)

**Explanation :** Wholesalers maintain stock and coordinate supply so that products reach consumers regularly.