

CHAPTER-12 | Understanding Markets

QUIZ PART-06

1. Who purchases grains, vegetables, and fruits directly from farms?

- A. Retailers
- B. Consumers
- C. Wholesalers
- D. Aggregators (C)

Explanation : Wholesalers often buy agricultural produce in large quantities directly from farms.

2. What are large warehouses used by wholesalers called?

- A. Markets
- B. Malls
- C. Godowns
- D. Mandis (C)

Explanation : Large storage places used by wholesalers are called godowns.

3. Why are cold storage facilities used in warehouses?

- A. To increase profit
- B. To preserve perishable goods
- C. To transport goods faster
- D. To pack goods (B)

Explanation : Cold storage protects fruits, vegetables, and other perishable goods from spoiling.

4. Retailers mainly sell goods in:

- A. Large bulk quantities
- B. Small quantities for consumption
- C. Only wholesale packs
- D. Only export units (B)

Explanation : Retailers sell goods in small quantities for final use by consumers.

5. What is the role of distributors?

- A. Manufacture products
- B. Connect wholesalers and retailers across distances
- C. Sell goods to consumers
- D. Advertise products (B)

Explanation : Distributors help wholesalers reach many retailers in different places.

6. In online markets, manufacturers send products to:

- A. Retail shops
- B. Consumers directly
- C. Aggregator warehouses
- D. Farms (C)

Explanation : In online trade, products are often sent to aggregator warehouses for storage and delivery.

7. What happens after consumers order goods online?

- A. Producers deliver personally
- B. Retailers collect from homes
- C. Aggregator packs and delivers the product
- D. Wholesalers cancel the order (C)

Explanation : After an online order, the aggregator packs and delivers the product to the buyer.

8. Surat is known as:

- A. A mining hub
- B. A textile hub
- C. A fishing hub
- D. A farming hub (B)

Explanation : Surat is widely known as a textile hub.

9. Raw cotton for Surat textile industry comes from:

- A. Only foreign countries
- B. Nearby states like Maharashtra and other parts of Gujarat
- C. Only local villages
- D. Only ports (B)

Explanation : Cotton for Surat's textile industry is supplied through mandis from Gujarat and nearby states such as Maharashtra.

10. Why are wholesalers important in the supply chain?

- A. They consume goods
- B. They manufacture goods
- C. They maintain stock and ensure uninterrupted supply
- D. They only transport goods (C)

Explanation : Wholesalers help maintain stock and ensure regular supply of goods in the market.