



**Assignment**

**ABHYAS Academy,**

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Date: \_\_ / \_\_ / \_\_

Name: \_\_\_\_\_

**Max Marks: 14**

- Section-A (One Mark Each)
- 1 Define wholesale.
  - 2 What do you understand by retail trade?
- Section- B (Two Marks Each)
- 3 What do you understand by direct channels?
- Section-C (Three Marks Each)
- 4 What are the advantages of marketing?
  - 5 Differentiate between market and marketing.
- Section-D (Four Marks Each)
- 6 Explain all the indirect distribution channels in detail.



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- |   |   |
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| Section-A (One Mark Each)                                   |   |
| 1 Define wholesale.   | 1 |
| 2 What do you understand by retail trade?                   | 2 |
| Section- B (Two Marks Each)                                 | 3 |
| 3 What do you understand by direct channels?                | 4 |
| Section-C (Three Marks Each)                                | 5 |
| 4 What are the advantages of marketing?                     | 6 |
| 5 Differentiate between market and marketing.               | 7 |
| Section-D (Four Marks Each)                                 |   |
| 6 Explain all the indirect distribution channels in detail. | 8 |
|   | 9 |