

WORKSHEET (MODULE 2)

Answer the following questions in about 30 – 40 words.

1. Who is a wholesale trader? Why is he or she necessary?
2. Who is a retailer? Why is he or she important?
3. How do you think your neighbourhood shop gets its goods? Give examples.
4. Why are we not aware of some of the markets?
5. Why don't we buy goods directly from producers?

Answer the following questions in about 40 – 50 words.

1. Explain how a chain of markets is formed. What purpose does it serve?
2. All persons have equal rights to visit any shop in a marketplace. Do you think this is true of shops with expensive products? Explain with examples.
3. 'Buying and selling can take place without going to a marketplace.' Explain this statement with examples.
4. Every city has areas for wholesale markets. Why?
5. Markets exist everywhere. How?

ANSWERS

1. A whole sale trader is a trader who collects goods from producers and then sells to the retailers for final sale. A wholesale trader is important because he or she acts as a link between the retailer and producer leading to the smooth trade of products from one source to the other.
2. A retailer is a trader who acts as a link between the wholesaler and the consumer. He or she is the final seller of a particular product to a consumer. A retailer can be a weekly market trader, a neighbourhood hawker or a shop in a shopping complex.

3. Our neighbourhood shops get their goods from wholesalers who act as link between the producer and retailer. For example, our nearby grocery store or medicine shop purchases goods or medicines in bulk amounts from the wholesaler.

4. We are not aware of some of the markets because there are large number of goods bought and sold in the market but are not used by us directly. For example, a car factory purchases engine, gears, petrol tanks, axels, wheels and so on. But we generally don't see all the buying and selling except the beautifully manufactured car in a well-furnished showroom.

5. Generally, producers do not like to sell goods in small quantities as they don't want to bear any loss. And a consumer or a buyer normally doesn't tend to buy huge quantities of any product. Here comes the wholesaler and the retailer who bridge this gap between us and the producers.

ANSWERS

1. Goods are produced in factories or on farms. The producers generally don't like to sell goods directly to consumers because they believe in bulk selling of goods. A wholesaler is a trader who buys goods and products from the producers and passes to a retailer. Retailer acts as the final seller to consumers as they deal directly with consumers. The chain of markets help consumers or buyers get their goods nearby their homes and also in required quantities.

2. Yes, all persons have equal rights to visit any shop in a marketplace and this is also true of shops selling expensive products as well. For example, Sujata and Kavita, as mentioned in the text, had every right to enter the shop selling readymade branded clothes in 'Anzal Mall'. The security guard looked at them as if he wanted to stop them but did not say anything. The girls appeared poor and therefor the assumption. However, even if they could not afford to buy any cloth from the shop, they had the right to visit it.

3. Yes, buying and selling can take place without going to a market place. It is not always necessary to go to the market. In this age of internet and developed technological means, a variety of things can be ordered through internet or phone. And the goods get delivered at our doorsteps. For example, we can order our books from Amazon or Flipkart at cheaper prices. We can find sales representatives waiting at hospitals and clinics to sell their products.

4. It is because wholesale markets where goods reach first and then are supplied to other traders. The shopkeepers and roadside hawkers buy bulk amounts of goods from these wholesalers and finally sell them in the market. A wholesale trader buys these goods in large quantities from the factories and store them in godowns. This creates a chain of markets providing us with all kinds of products.

5. Markets do exist everywhere but one does not always need to go to the market to buy goods. Orders can be placed through phone or internet for all our needs and everything is there at our doorstep. So, buying and selling can be done through various ways, not necessarily going out and buying. There are also markets not recognised by us or known to us as there are goods which we don't use directly but are bought and sold anyway. The final product like a car in a showroom is an example. We are not aware of the products like axles, gears, engine and so on.