CHAIN OF DISTRIBUTION

KCSE QUICK REVISION

Compilation of Possible Questions in Business Studies Likely to be Examined in KCSE.

A Special Analysis of Prediction Questions that may be Tested in KCSE from this Topic in Form 3.

BUSINESS STUDIES

SERIES 1

For Marking Schemes

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MWALIMU CONSULTANCY

CHAIN OF DISTRIBUTION

The topic entails:-

- **Explain, the meaning of distribution; chain of distribution and channel of distribution.**
- **Discuss the role of the intermediaries in the distribution of goods.**
- **Discuss the factors to be considered in choice of a distribution channel and circumstances under which each channel will be preferable for various types of products.**

QUESTIONS

1. Identify the type of utility created in the following circumstances

Activity	**Utility**
a) Carpentry	
b) Selling bread to students	
c) Warehousing of goods imported	
d) Carriage of cargo to the market	

2. State f**our** roles played by intermediaries in the chain of distribution

3. Highlight **four** consequences of eliminating a wholesaler from a chain of distribution

4. Outline **four** factors used to determine the distribution of Omo, as a common household detergent in Kenya

5. State **four** circumstances under which it would be advisable for a manufacturer to sell directly to consumers

6. Dady a traders at Kibigori trading centre wishes to import goods from Brand kamp ,a Germany.Describe **four** channels of distribution that Dady's goods are likely to take to reach his consumers at Kibgori

7. Kenya co-operative creameries (KCC) sell its dairy products directly to retailers. Highlight **four** factors that were considered in the choice of this channel of Distribution

8. Explain **five** possible effects that would result if wholesalers were eliminated from a chain of distribution

9. Manufacturers distribute their products to the final consumers through various channels.

10. Explain circumstances under which a producer would sell directly to retailers

11. Discuss the factors that influence the choice of distribution channel

12. Outline **six** circumstances under which a manufacturer may prefer to sell goods directly to consumers

For Marking Schemes/Answers

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FOR THE FOLLOWING;

- ✓ONLINE TUITION
- ✓REVISION NOTES
- ✓SCHEMES OF WORK
- ✓SETBOOKS VIDEOS
- ✓TERMLY EXAMS
- ✓QUICK REVISION KITS
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- ✓KCSE PREMOCKS
- ✓TOP SCHOOLS PREMOCKS
- ✓JOINT PREMOCKS
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