

NAME	INDEX NUMBER
SCHOOL	DATE _____

CHAIN OF DISTRIBUTION

1. **1995 P1**
 Outline four benefits that customers get from small – scale retailers. (4 marks)

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2. **1996 P1**
 Highlight four benefits that accrue to a customer who buys directly from a manufacturer (4 marks)

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3. **1996 P2**
 Describe five circumstances under which a producer would sell his goods to his consumers (10 marks)

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4. 1997 P1

Name four channels the a manufacturer would use to distribute his goods to the customer (4

marks)

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5. 1997 P2

Zango manufacturers who have been selling their products directly as retailers have decided to distribute the products through wholesalers. Explain five benefits that Zango manufacturers may get from this new arrangements. (10 marks)

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6. 1997 P2

Explain five ways in which an efficient road transport system may promote trade within a country. (10 marks)

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7. 1998 P1
Highlight four factors that should be considered in choosing a method of distributing agricultural produce
(4 marks)

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8. 1999 P2
Explain four factors that may be considered in determining the appropriate channel for distributing goods
(10 marks)

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9. 2000 P1
Give disadvantages of long chain of distribution of goods to a buyer (4 marks)

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10. 2000 P2

Describe five channels that can be used to distribute locally manufactured goods (10 marks)

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11. 2001 P1

State four benefits to a large consumer who buys directly from the producer. (4 marks)

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12. 2001 P2

Discuss circumstances under which a wholesaler becomes essential in the chain of distribution (10 marks)

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13. 2001 P2 Explain the channel of distribution for imported goods (10 marks)

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14. 2002 P1 Outline four benefits to a large consumer who buys directly from the producer. (4 marks)

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15. 2003 P1
Highlight four circumstances under which a manufacturer may prefer to sell goods directly to the consumers (4 marks)

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16. 2003 P1
Explains six functions of marketing boards in Kenya (12 marks)

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17. 2004 P2
Kabu manufacturers have decided to distribute their goods through wholesalers. Discuss five benefits that would account to Kabu manufacturers (10 marks)

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18. 2006 Q4a P2

a) Musi Enterprises are considering to market their imported products direct to consumers. Outline five reasons that may be influencing them to make this decision. (10 marks)

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19. 2008 Q4a P2

Explain five circumstances that would influence a producer to use wholesalers in distributing farm produce

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20. 2010 Q17 P1

State **four** services that a wholesaler may offer to a manufacturer. (4 marks)

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