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Answers Key:

IV] ANSWER THE FOLLOWING QUESTIONS

1. The passage of goods and services between the producer and the consumer is best with many hindrances and some of them are as follows:
   Hindrance of person:
   1. Manufacturers do not know the place and face of the consumers.
   2. It is the retailer who knows the taste, preference and location of the consumers.
   3. The chain of middlemen consisting of wholesalers, agents and retailers establish the link between the producers and consumers.
   Hindrance of place:
   1. Production takes place in one centre and consumers are spread throughout the country and world.
   2. Rail, air, sea and land transports bring the products to the place of consumer.
   Hindrance of time:
   1. Consumers want products whenever they have money, time and willingness to buy.
   2. Goods are produced in anticipation of such demands.
   3. They are stored in warehouses in different regional centres so that they can be distributed at the right time to the consumers.
   Hindrance of risk of deterioration in quality:
   1. Proper packaging and modern air conditioned storage houses ensure that there is no deterioration in quality of products.
   2. Goods are protected against insects, rats, evaporation etc..
   Hindrance of risk of loss:
   1. Fire, theft, floods and accidents may bring huge loss to the business.
   2. Insurance companies serve to cover the risk of such losses.
   Hindrance of knowledge:
   Advertising and communication help in announcing the arrival of new products and their uses to the people.
   Hindrance of exchange:
   Money functions as a medium of exchange and enable the buying and selling of any product or service by payment of the right price.
   Hindrance of finance:
   1. Producers and traders may not have the required funds at the time of their need.
   2. Banks and other financial institutions provide funds and help in transfer of funds to enable the functioning of business smoothly.
   Hindrance of developing the exact product:
   Research and development helps in developing the exact product or service which can satisfy the specific wants of consumers and. thus improve the standard of living of the people.
   Hindrance of both selection and delivery at doorsteps:
   E-Commerce enables the consumer to select the product in the website, place online orders and make payment after receiving the product at the door step.
2. **Coastal Trade in Ancient Tamil Nadu:**
   1. Big cities like Poompuhar had the 'Maruvurappakam' (inland town) and 'Pattinapakkam' (coastal Town) had market and bazaars where many merchants met one another for the purpose of selling or buying different kinds of commodities and food stuff.
   2. Port towns like Tondi, Korkai, Puhar and Muziri were always seen as busy with marts and markets with activities related to imports and exports.
   3. In such a brisk trade, people of the coastal region, engaged themselves in coastal trade and developed their intercontinental trade contacts.
   4. They were engaged in different kinds of fishing pearls, and conches and produced salts and built ships.
   5. Boats like 'Padagu', 'Thimil', "Thoni', 'Ambu' 'Odampunai', etc... were used to cross rivers for domestic trade while Kalam, Marakalam, Vangam, Navai, etc.. were used for crossing oceans for foreign trade.

III] ANSWER THE FOLLOWING SHORT QUESTIONS:

3. (i) The word "vaniyam" or "Vanipam" would have had a Dravidian origin.
   (ii) The early Tamils produced their products and goods in their lands and bartered their surplus and that is how trade came into existence.
   (iii) The word "Vanigam" has been widely used in sangam literature like Purananuru and Thirukkural.
4. Big cities like Poompuhar had two towns called 'Maruvurappakam' (inland town) and Pattinapakkam (Coastal town) had market and bazaars where many merchants met one another for the purpose of selling or buying different kinds of commodities and food stuff.
5. Port towns like Tondi, Korkai, Puhar and Muziri were developed by Pandiya kingdom.

II] ANSWER THE FOLLOWING VERY SHORT QUESTIONS:

6. Barter system refers to a system where "Goods were exchanged for goods prior to invention of money".
7. Day market was called as Nalangadi.
8. The night market was called as Allangadi.

I] CHOOSE THE BEST ANSWER:

9. (a) Angadi
10. (a) Transport
11. (a) Kautilya
12. (c) Pandiya
13. (a) Balban


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