



Tertiary and quaternary activities

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Tertiary Activities



- **Tertiary activities are related with provision of services.** These services are special skills provided in exchange of payments.e.g. health, education, law, governance and recreation etc require special skills.
- **Manpower is an important component** as most of these activities are performed by skilled labours, professionally trained experts and consultants.
- Initial stages of economic development have large proportion of people engaged in primary sector, then in secondary sectors and **the advanced economies have highest proportion of workers engaged in tertiary sector.**



Tertiary and Secondary activities: a comparison

- Tertiary sector includes both production and exchange, **production of the provision of services** that are consumed and **exchange involves trade, transport and communication activities.**
- Tertiary activities involve the **commercial output of services** rather than production of tangible goods.
- The main difference between secondary activities and tertiary activities is that the expertise provided by services **relies more heavily on specialised skills, experience and knowledge of workers** rather than on the production techniques, machinery and factory



Types of tertiary activities

- Trade and commerce
- Transport
- communication
- services



Trade and commerce

- Trade is buying and selling of goods produced elsewhere.
- All this work takes place in trading centres which may be divided into:
- **Rural marketing centers:** these are quasi urban centres which cater to nearby settlements. These form local collecting and distribution centre. These make available goods that are frequently demanded by rural folk.



- **Periodic markets in rural areas:**
- These may be **weekly, biweekly markets** where people from the surrounding areas meet their temporally accumulated demands.
- These markets are **held on specified dates and move from one place to another.**
- The shopkeepers thus remain busy on all the days while a large area is served by them.



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- **Urban marketing centres:**
 - Urban centres **offer manufactured goods** and various specialised markets develop market for labour, housing, semi or finished goods. **Services of educational institutions, and professional are also available.**



More on Stores

Consumer cooperatives were the first of the large-scale innovations in retailing. Departmental stores delegate the responsibility and authority to departmental heads for purchasing of commodities and for overseeing the sale in different sections of the stores.



Retail trading services

- Goods are **sold directly to the consumers.**
- Most retail trading **takes place in fixed establishments** or stores solely devoted to selling.
- Street peddling, handcarts, trucks, door to door, mail order, telephone, automatic vending machines and internet are examples of **non store retail selling.**








Wholesale trading services

- It **constitutes bulk business** through numerous intermediary merchants and supply houses and not through retail stores.
- Some large stores including chain stores are able to **buy directly from the manufacturers**.
- Most retail stores **procure supplies from an intermediary source**.
- Wholesalers often extend credit to retail stores to such an extent that the retailer operates very largely on the wholesaler's capital.



Chain stores are able to purchase merchandise most economically, often going so far as to direct the goods to be manufactured to their specification. They employ highly skilled specialists in many executive tasks. They have the ability to experiment in one store and apply the results to many.



Assignment

- Q1. What are tertiary activities? Enlist its three characteristics.
- Q2. Compare and contrast the tertiary and secondary activities.
- Q3. How are rural urban centres different from urban trading centres?
- Q4. Enumerate three main characteristics of Periodic markets.
- Q5. List three main characteristics of wholesale trading.
- Q6. Differentiate between wholesale and retail trading.