

- Q1.

IPO stands for:

1 Mark
- A

Itemized Public Organization
- B

Initial Primary Offering
- C

Initial Public Offering
- D

Imminent Profitable Option
- Q2.

Devaluation of money means:

1 Mark
- A

Decrease in internal value of money
- B

Decrease in the external value of money
- C

Both A and B
- D

None of the above
- Q3.

What is done in the wholesale markets?

1 Mark
- A

Goods reach here at very last.
- B

Goods are very higher in price.
- C

Goods first reach here.
- D

None of these.
- Q4.

Who gain by exploiting the craftsmen and pay lower prices for their goods and services.

1 Mark
- A

Businessmen.
- B

Intermediaries.
- C

Consumers.
- D

Buyers.
- Q5.

Where do you mostly find shopping complexes?

1 Mark
- A

Rural areas
- B

Urban Areas
- C

Both A and B
- D

Non of the Above
- Q6.

The advantage of having a shop in the neighbourhood is:

1 Mark
- A

It includes various items.
- B

It gives goods free of cost.
- C

It is cheap.
- D

It is close to home.
- Q7.

A hawker sells his goods at:

1 Mark
- A

Cheaper rates
- B

Costly rates
- C

Free of cost
- D

All of these
- Q8.

What are link between producers in traders?

1 Mark
- A

Wholesaler
- B

Customer
- C

Retailer
- D

None of these
- Q9.

Why is weekly market called so?

1 Mark
- A

Because it is held on a specific day of the week.
- B

Because it is held on alternate days.
- C

Because it is held daily.
- D

All of the above.
- Q10.

The road side hawkers sell.

1 Mark
- A

Vegetables.
- B

Fruits.
- C

Plastic items.
- D

All of these.
- Q11.

If the market demand curve for a commodity has a negative slope then the market structure must be:

1 Mark
- A

Perfect competition.
- B

Monopoly.
- C

Imperfect competition.
- D

The market structure cannot be determined from the information given.
- Q12.

Who are seller in the weekly market.

1 Mark
- A

Businessmen.
- B

Large sellers.
- C

Small traders.
- D

Industrialist.
- Q13.

If a firm sells its output on a market that is characterized by few sellers and many buyers and limited long-run resource mobility, then the firm is:

1 Mark
- A

A monopolist.
- B

An oligopolist.
- C

A perfect competitor.
- D

A monopolistic competitor.
- Q14.

A monopolist produces 14,000 units of output and charges 14perunit. Itsmarginalrevenueis8, its marginal cost is 7andrising, itsaveragetotalcostis10, and its average variable cost is \$9. The monopolist should:

1 Mark
- A

Increase output, which will result in an increase in the firm's positive economic profit.
- B

Increase output, which will reduce the firm's economic losses.
- C

Shut down, which will reduce the firm's economic losses.
- D

Decrease output, which will result in an increase in the firm's positive economic profit.
- Q15.

Which of the following markets comes close to satisfying the assumptions of a perfectly competitive market structure?

1 Mark
- A

The stock market.
- B

The market for agricultural commodities such as wheat or corn.

	C The market for petroleum and natural gas.	D All of the above come close to satisfying the assumptions of perfect competition.		
Q16.	What kind of retailing happens in a Kisan Mandi or a Kisan Market?			1 Mark
	A Itinerant retailing	B Fixed shop retailing	C Dynamic retailing	D Static retailing
Q17.	Which of the following is a differentiated product?			1 Mark
	A A hamburger.	B A shirt.	C An automobile.	D All of the above
Q18.	If a firm sells its output on a market that is characterized by many sellers and buyers, a differentiated product, and unlimited long-run resource mobility, then the firm is:			1 Mark
	A A monopolist.	B An oligopolist.	C A perfect competitor.	D A monopolistic competitor.
Q19.	Who is the first one to buy goods in large quantities?			1 Mark
	A Retailer	B Consumer	C Wholesaler	D Transporter
Q20.	What are different types of markets?			1 Mark
	A Weekly.	B Neighbourhood.	C Mall.	D All of these.
Q21.	Erode market is situated in.			1 Mark
	A Kerala.	B Andhra Pradesh.	C Odisha.	D Tamil Nadu.
Q22.	Which of the following is a characteristic of monopolistic competition?			1 Mark
	A Few sellers.	B A differentiated product.	C Easy entry into and exit from the industry.	D All of the above are characteristics of monopolistic competition.
Q23.	The demand curve faced by a monopolistically competitive firm is:			1 Mark
	A Perfectly elastic.	B Elastic.	C Unit elastic.	D Inelastic.
Q24.	Putting-out system is found in.			1 Mark
	A Petrol industry	B Weaving Industry	C Chemicals Industry	D Education Industry
Q25.	The market that held on specific day of the weak is called.			1 Mark
	A Permanent market.	B Weekly market.	C Wholesale market.	D Neighbourhood market.
Q26.	There are different kinds of sellers even in the neighbourhood markets. Some of them have _____.			1 Mark
	A Permanent shops	B Others sell their goods on the roadside	C Both A and B	D None of these
Q27.	When the market takes a downhill turn and prices are decreasing:			1 Mark
	A Bull	B Bear	C No such term	D Bronco
Q28.	_____ spins the cotton into yarn?			1 Mark
	A Trader.	B Ginning.	C Seller.	D Spinning.
Q29.	Erode is a.			1 Mark
	A Stationary market.	B Vegetable market.	C Fruit market.	D Cloth market.
Q30.	On looms, yarn is woven into.			1 Mark
	A Saree.	B Bale.	C Cloth.	D Cotton.
Q31.	The market demand curve for a perfectly competitive industry is $QD = 12 - 2P$. The market supply curve is $QS = 3 + P$. The market will be in equilibrium if:			1 Mark
	A $P = 6$ and $Q = 9$.	B $P = 5$ and $Q = 2$.	C $P = 4$ and $Q = 4$.	D $P = 3$ and $Q = 6$.
Q32.	Which of the following is not a type of market structure?			1 Mark
	A Competitive monopoly	B Oligopoly	C Perfect competition	D All of the above are types of market structures.
Q33.	Why according to the modern view of marketing is Customer the King?			1 Mark
	A Because marketing is essentially sensing and satisfying the needs and wants of the customer.	B Because marketing is essentially creating needs and wants for the customer.	C Because marketing is essentially selling as many products as possible to the customer.	D Because marketing is essentially producing the cheapest alternative to satisfy the customers wants and needs.
Q34.	Who may be defined as the middlemen that operate between the producers and the retailers?			1 Mark
	A Manufacturer	B Brokers	C Wholesaler	D Customer
Q35.	Which of the following is a feature of malls?			1 Mark
	A Air-conditioned buildings	B Multi-storeyed buildings		

	C Shops on different floors	D All of the above	
Q36.	The DOW Jones Industrial Average is an index of 30 American companies. Why is the DOW Jones Industrial Average important?		1 Mark
	A It tells Americans how much debt the country is in.	B It helps economists predict when a stock market crash will happen.	
	C It tells Americans how many jobs are out there.	D It provides a snapshot of how the stock market and the US economy is doing.	
Q37.	With reference to the Initial Public Offering, consider the following statements:		1 Mark
	1. It is the selling of securities to the public in the secondary market.		
	2. It is generally used by new and medium-sized firms that are looking for funds to grow and expand their business.		
	Which of the above statement is/are correct?		
	A 1 only	B 2 only	
	C Both 1 and 2	D Neither 1 nor 2	
Q38.	A stock market crash can be brought on by:		1 Mark
	A Major catastrophic event	B Economic crisis	
	C Collapse of a stock bubble	D All of these	
Q39.	A time when stock prices are RISING is called:		1 Mark
	A Transaction	B Bear market	
	C Bull market	D All of these	
Q40.	What is the name of the most well know stock exchange?		1 Mark
	A The New York Stock Exchange (NYSE)	B The Boston Stock Exchange	
	C The Imperial Stock Exchange	D The Louvre	
Q41.	Branded items are mostly found in.		1 Mark
	A Weekly market.	B Shopping Malls.	
	C Vendors.	D None of these.	
Q42.	Which of the following is the first Regional Rural Bank of India?		1 Mark
	A AP Grameena vikas Bank	B Chaitanya Godavari	
	C Andhra Pragathi	D Prathama Bank	
Q43.	The place where activities of sale and purchase take place is known as the _____.		1 Mark
	A Market	B Bazaar	
	C Factory	D Both A and B	
Q44.	What is a series of markets that is connected like links in a chain because products pass from one market to another?		1 Mark
	A Chain of market.	B Wholesale market.	
	C Weekly market.	D Shopping malls.	
Q45.	What does NASDAQ stand for?		1 Mark
	A National Association of Securities Dealers Automatic Quotations	B National Application of Securities Dealers Automatic Quotations	
	C New Association of Securities Dealers Automatic Quotations	D Nominal Association of Securities Dealers Automatic Quotations	
Q46.	A depreciation of the U.S. dollar relative to foreign currencies will make:		1 Mark
	A Foreign imports less expensive in the United States.	B U.S. exports less expensive in foreign countries.	
	C The demand for U.S. exports decrease.	D All of the above are correct.	
Q47.	The people in between the producer and the final consumer are the.		1 Mark
	A Traders.	B Anchors.	
	C Hawkers.	D Shop owners.	
Q48.	A has a permanent shop.		1 Mark
	A Hawker	B Shop owner	
	C Both (a) and (b)	D All of these	
Q49.	Who finally sell goods to consumer?		1 Mark
	A Producers.	B Wholesaler.	
	C Retailer.	D Agents.	
Q50.	Systematic investment Plans are related to:		1 Mark
	A Mutual Funds	B Life Insurance companies	
	C Commercial Banks	D Post office savings schemes	
Q51.	Which of the following is NOT a stock index?		1 Mark
	A DOW JONES	B S & P 500	
	C NASDAQ COMPOSITE	D P/E RATIO	
Q52.	Which of the following is not a function of a retailer?		1 Mark
	A Assortment of goods	B Home delivery	
	C Buying goods in bulk	D Packaging and display	
Q53.	From where can we buy the medicines?		1 Mark
	A Weekly market.	B Dairy.	
	C Chemist shop.	D Groceries.	
Q54.	What dpes refer to buying and selling in large quantities?		1 Mark
	A Weekly market.	B Mall.	
	C Wholesale.	D Cineplex.	
Q55.	The short-run supply curve of a perfectly competitive firm:		1 Mark

<p>A NASDAQ & NYSE</p> <p>C NYSE & American</p>	<p>B Dow Jones Industrial Average & S&P 500</p> <p>D NASDAQ & DJIA</p>	1 Mark
<p>Q74. Exporters are those.</p> <p>A Who sell goods abroad.</p> <p>C Who sell goods within domestic territory.</p>	<p>B Who purchase goods within domestic territory.</p> <p>D Who purchase goods abroad.</p>	1 Mark
<p>Q75. What is required to do cashless shopping?</p> <p>A Ration card.</p> <p>B Credit card.</p>	<p>C Driving license.</p> <p>D All of these.</p>	1 Mark
<p>Q76. In the short run, a monopolist will shut down if it is producing a level of output where marginal revenue is equal to short-run marginal cost and price is:</p> <p>A Greater than average total cost.</p> <p>C Greater than average variable cost.</p>	<p>B Less than average total cost.</p> <p>D Less than average variable cost.</p>	1 Mark
<p>Q77. Shopkeepers in a weekly market are.</p> <p>A Small traders.</p> <p>B Large traders.</p>	<p>C Wholesalers.</p> <p>D All of these.</p>	1 Mark
<p>Q78. Markets that cater to the immediate needs of an area are called.</p> <p>A Super market.</p> <p>B Neighbourhood market.</p>	<p>C Malls.</p> <p>D All of these.</p>	1 Mark
<p>Q79. Which of these is NOT a part of capital receipt?</p> <p>A Recovery of loan</p> <p>B Disinvestment</p>	<p>C Borrowing</p> <p>D Tax</p>	1 Mark
<p>Q80. SEBI has proposed a merger of listing rules pertaining to debt securities and non-convertible redeemable preference shares into a single regulation and maintains consistency with the SEBI's LODR. What does 'L' stand for in LODR?</p> <p>A Listing</p> <p>B Loan</p>	<p>C Liquid</p> <p>D Lending</p>	1 Mark
<p>Q81. The long-run supply curve of a perfectly competitive firm:</p> <p>A Is equal to that portion of the long-run marginal cost curve that is above the relevant short-run average variable cost curve.</p> <p>C Is equal to that portion of the long-run average total cost curve that is above the relevant short-run average variable cost curve.</p>	<p>B Is equal to that portion of the long-run marginal cost curve that is above the relevant short-run average total cost curve.</p> <p>D None of the above is correct.</p>	1 Mark
<p>Q82. What is an enclosed shopping space in a large building with many floors having shops, restaurants and cinema theatres?</p> <p>A Mall.</p> <p>B Local market.</p>	<p>C Weekly market.</p> <p>D None of these.</p>	1 Mark
<p>Q83. A company owned by families or a small number of investors and do not issue stock to the public.</p> <p>A Public company</p> <p>B Industry</p>	<p>C Private company</p> <p>D Portfolio</p>	1 Mark
<p>Q84. A market that is held on a specific day of a week is:</p> <p>A Daily market.</p> <p>B Weekly market.</p>	<p>C Both.</p> <p>D None.</p>	1 Mark
<p>Q85. Shops in the ____ are of a permanent nature and offer a wide variety of goods and services and product of daily usage.</p> <p>A National.</p> <p>B International.</p>	<p>C State.</p> <p>D Neighbourhood.</p>	1 Mark
<p>Q86. The story of shirt begins with ____ and ends with ____.</p> <p>A Production of cotton, Sale of shirt.</p> <p>C Production of cotton, Sale of bale.</p>	<p>B Production of yarn, Sale of shirt.</p> <p>D Production of bale, Sale of cotton.</p>	1 Mark
<p>Q87. Which among them is the feature of chain market?</p> <p>A What is produced in one place reaches the people everywhere</p> <p>C Chain markets are only in urban areas</p>	<p>B Only brand products are encouraged</p> <p>D None of them</p>	1 Mark
<p>Q88. Financial instruments provided for the short term include:</p> <p>1. Commercial paper</p> <p>2. Treasury Bills</p> <p>3. Certificates of deposits</p> <p>4. Promissory notes</p>		1 Mark
<p>Select the correct answer using the codes given below:</p>		
<p>A 1 and 2</p> <p>B 1, 2 and 3</p>	<p>C 1, 3 and 4</p> <p>D All of the above</p>	1 Mark
<p>Q89. Free market conditions exist in _____system.</p> <p>A Mixed economy</p> <p>B Socialist economy</p>	<p>C Capitalist economy</p> <p>D None of these</p>	1 Mark
<p>Q90. When shops are in permanent buildings, _____.</p> <p>A They incur a lot of expenditure</p>	<p>B They have to pay rent, electricity,</p>	1 Mark

	C Fees to the government	D All of these	
Q91.	If the weavers were to buy yarn on their own and sell cloth, they would probably earn.		1 Mark
	A Three times more.	B Five times more.	C Four times more.
Q92.	What is/are the advantage(s) of shops in neighbourhood?		1 Mark
	A They are near to our home and we can go there on any day of the week.	B Usually, the buyer and seller know each other and these shops also provide goods on credit.	
	C Both A and B	D None of these	
Q93.	The possibility of losing some or all of a particiular investment.		1 Mark
	A Risk	B Index	C Industry
Q94.	What do you mean by malls?		1 Mark
	A Multi-storied building.	B Wholesaler.	C Retailers.
Q95.	The number of shares that have been traded in the current or most recent trading session is called:		1 Mark
	A Dividend	B Last	C Previous Close
Q96.	What kind of retailer is Big Bazaar - a famous super store in India?		1 Mark
	A Itinerant retailer	B Fixed shop retailer	C Either A or B
Q97.	What is GDP?		1 Mark
	A Gross Daily Production	B Gross Domestic Product	
	C Gross Domestic Power	D Gross Development Production	
Q98.	The arrangement between the merchant and the weavers is an example.		1 Mark
	A Sitting-out system.	B Putting-out system.	C Put-out system.
Q99.	The group of stocks that you own is called a:		1 Mark
	A Commission	B Portfolio	C Dividend
Q100	Which of the following things will not find in a weekly market.		1 Mark
	A Branded clothes.	B Groceries.	C Non-branded clothes.
Q101	Retailers cannot be classified on the basis of which of the following criteria?		1 Mark
	A Ownership	B Size	C Type of goods
Q102	What does FMCG stand for?		1 Mark
	A First Moving Consumer Goods	B Fast Moving Convenience Goods	
	C Fast Moving Consumer Goods	D Fast Moving Collateral Goods	
Q103	Which of the following stock exchanges has its index named as 'Sensex'?		1 Mark
	A India Commodity Exchange Ltd.	B Bombay Stock Exchange (BSE)	
	C Calcutta Stock Exchange	D National Stock Exchange (NSE)	
Q104	If a business wants to raise capital but not create debt, it can:		1 Mark
	A Float a bond issue	B Issue common stock	
	C Borrow money from a commercial bank	D Borrow money from the government	
Q105	Which of the following is a function of the wholesaler?		1 Mark
	A After sale service	B Assortment of goods	
	C Deal in one item in large quantities	D Packaging	
Q106	Advantages of Weekly Markets?		1 Mark
	A All the things are available at one place	B Located far	
	C Less choice for buyers	D Costly	
Q107	In which type of market we can take goods in advance and pay later on?		1 Mark
	A Weekly market	B Shops in the neighbourhood	
	C Shops in mall	D All of these	
Q108	Who is traders?		1 Mark
	A People between employee and consumer	B People between producer and consumer	
	C People between staff and employee	D None of these	
Q109	The final product reaches the buyers through a.		1 Mark
	A Consumers.	B Agents.	C Chain of market.
Q110	A weekly market is so called because it is held on a _____.		1 Mark
	A Daily basis	B Specific day of the week	

	C Specific week of the month	D None of these	
Q111	We can purchase goods through which of the following means other than markets:		1 Mark
	A Internet.	B Phone.	C None of these.
			D Both of these.
Q112	An index that measures the average health of 30 large, publicly owned, US companies is called the...?		1 Mark
	A Dow Jones Industrial Average (DJIA)	B The S&P 500	
	C Bob Johnson's Index	D Guess Again Index	
Q113	Which of the following is a function of a wholesale market?		1 Mark
	A To buy goods from the producer and sell them to the consumers.	B To buy goods from the producer and sell them to the retailers.	
	C To act as an agent between the producer and the consumer.	D Wholesalers deal in many types of goods.	
Q114	A monopolized market is in long-run equilibrium when:		1 Mark
	A zero economic profit is earned by the monopolist.	B Production takes place where price is equal to long-run marginal cost and long-run average cost.	
	C Production takes place where long-run marginal cost is equal to marginal revenue and price is not below long-run average cost.	D All of the above are correct.	
Q115	Why would a company need to issue stock?		1 Mark
	A To increase its' customer base.	B To raise money.	
	C To stop the government from regulating it.	D To show customers that it's successful.	
Q116	Seller of weekly market earn _____ than the seller of the mall?		1 Mark
	A Less.	B More.	C Extremely larger.
			D Equal to.
Q117	The words 'Bulls and Bears' are associated with:		1 Mark
	A Import and Export	B Banking	C Marketing
			D Speculator
Q118	A place in which films are shown.		1 Mark
	A Clothes shop.	B Shoe shop.	C Music shop.
			D Cinema.
Q119	The products about which many people are not aware are sold		1 Mark
	A Indirectly.	B Directly.	C Both A and B.
			D None of the above.
Q120	Which of the following is an example of shops in neighbourhood _____.		1 Mark
	A Dairy	B Departmental store	C Pharmacy
			D All of the above
Q121	A natural monopoly refers to a monopoly that is defended from direct competition by:		1 Mark
	A Economies of scale over a broad range of output.	B A government franchise.	
	C Control over a vital input.	D A patent or copyright.	
Q122	Ginning Mill.		1 Mark
	A Removes the seeds and presses the cotton into bales.	B Removes the seeds and presses the jute into bales.	
	C Removes the seeds and presses the nylon into bales.	D Removes the seeds and presses the silk into bales.	
Q123	There exist a chain of _____ at each level from the production of goods till final sale.		1 Mark
	A Consumers.	B Manufacturers.	C Producers.
			D Buyers and sellers.
Q124	Which of the following processes establishes a link between the producers and the consumers _____.		1 Mark
	A Marketing	B Retailing	C Trade
			D All of the above
Q125	Commercial paper issued with low interest rate thus commercial paper are categorized as:		1 Mark
	A payables rating.	B Commercial rating.	C Poor credit rating.
			D Better credit rating.
Q126	A weekly market is so called because it is held on a specific.		1 Mark
	A Day of the year.	B Day of the week.	C Day of the fortnight.
			D Day of the month.
Q127	The value of the U.S. dollar on the foreign exchange market will tend to:		1 Mark
	A Increase if there is an increase in the demand for U.S. exports by foreign countries.	B Decrease if there is an increase in the demand for foreign imports by the United States.	
	C Decrease if monetary authorities intervene on the foreign exchange market by selling U.S. dollars for foreign currencies.	D All of the above are correct.	
Q128	In a _____, people with common interests come together and work for their mutual benefit.		1 Mark
	A Sole proprietorship.	B Company.	C Cooperative.
			D Partnership.
Q129	Who sells the final goods to the consumer?		1 Mark

	A Wholesaler	B Retailer	C Producer	D None of them	
Q130	Ginning mill buys the.				1 Mark
	A Thread.	B Cotton.	C Yarn.	D Bales.	
Q131	Which of the following types of firms is likely to be a monopolistic competitor?				1 Mark
	A A local telephone company.		B An automobile manufacturer.		
	C A restaurant.		D All of the above are likely to be monopolistic competitors.		
Q132	Who are those retailers which have fixed business premises and operate through unit stores or small shops located in residential areas or markets?				1 Mark
	A Middlemen	B Wholesalers	C Large-scale retailers	D Small-scale retailers	
Q133	The shop owners in the weekly market are helped by their family members and, hence, they _____.				1 Mark
	A Need to hire workers		B Do not need to hire workers		
	C Become jobless		D None of these		
Q134	Seller of weekly market earn ____ than the seller of the mall.				1 Mark
	A Less.	B More.	C Extremely larger.	D Equal to.	
Q135	Explain what an IPO is.				1 Mark
	A It's when a company goes 'public' and offers its stock for sale for the first time.		B It's when a company buys back a lot of its stock to gain control of the company.		
	C It's when another company buys a lot of stock in another company to take it over.		D All of these		
Q136	What does refer to buying and selling in large quantities?				1 Mark
	A Weekly market.	B Mall.	C Wholesale.	D Cineplex.	
Q137	'Treasury Bills' or 'T-Bills' are short term debt instruments which are issue by Government of India and presently issued in _____.				1 Mark
	A 91 day	B 182 day	C Only I and 2 are true	D All 1, 2 and 3 are true	
Q138	In many urban areas, large multi-storied air-conditioned buildings with shops on different floors is known as:				1 Mark
	A Shops.	B Complexes.	C Market place.	D Malls.	
Q139	Non-market activity is _____.				1 Mark
	A Vendor selling the fruits		B Producing for self consumption.		
	C Selling the products nearby temples.		D Selling the products through the Regulated Market.		
Q140	A group of large companies that stockbrokers look at to gauge how the market is doing as a whole.				1 Mark
	A Shareholder	B Portfolio	C Industry	D Index	
Q141	How is chain of markets set up?				7 Marks
Q142	Explain how a chain of markets is formed. What purpose does it serve?				6 Marks
Q143	What are branded and non-branded goods and where are they available?				5 Marks
Q144	Give an account of those things which we do not directly use.				5 Marks
Q145	Explain the dictum of ‘markets everywhere’.				5 Marks
Q146	How is a chain of market formed?				5 Marks
Q147	Why are things cheaper in weekly markets?				5 Marks
Q148	Describe the various ways of selling and purchasing of goods.				5 Marks
Q149	Why is a weekly market called so? How do they work?				5 Marks
Q150	How and when does Sameer do good business?				5 Marks
Q151	How are weekly markets advantageous?				5 Marks
Q152	Do you see equality in the market? If not, why not? Explain with examples.				5 Marks
	OR				
	Write in brief on 'market and equality'.				
Q153	How did Sujata make purchases? How does she make payments?				5 Marks
Q154	Describe shopping complexes and malls.				5 Marks
Q155	In what ways is a hawker different from a shop owner?				4 Marks
Q156	How are the neighbourhood shops managed?				4 Marks
Q157	Why are things cheap in the weekly market?				4 Marks
Q158	What are different types of shops in the neighbourhood?				4 Marks

- Q159

What are the two types of sellers in our neighbourhood?

4 Marks
- Q160

'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.

4 Marks
- Q161

Explain with an example how people bargain in the market. Can you think of a situation where the bargain would be unfair?

4 Marks
- Q162

Write about Aftab - The wholesaler in the city.

4 Marks
- Q163

How are shops in our neighbourhood useful for us?

4 Marks
- Q164

What are the advantages of weekly markets?

4 Marks
- Q165

Why are weekly markets cheaper than other markets?

3 Marks
- Q166

Why do we go to markets?

3 Marks
- Q167

There are two types of sellers in the market, one in the weekly market and other in the shopping complex.

3 Marks
- Q168

Why do people not bargain in shops located in malls whereas they bargain in weekly markets?

3 Marks
- Q169

Establish relationship between the market and the inequality?

3 Marks
- Q170

Is there equality in the market? Justify your answer with the help of suitable example.

3 Marks
- Q171

Write a short note on social advertising.

3 Marks
- Q172

'Buying and selling can take place without going to a marketplace.' Explain this statement with the help of examples.

3 Marks
- Q173

Write a note on shopping complexes and malls.

3 Marks
- Q174

Why weekly markets are cheaper than permanent shops?

3 Marks
- Q175

What do the terms wholesale and retail refer to?

3 Marks
- Q176

Why do people go to a weekly market? Give three reasons.

3 Marks
- Q177

Write in brief about shopping complexes and malls.

3 Marks
- Q178

What are shops in the neighbourhood?

3 Marks
- Q179

What are the unique features of a weekly market?

3 Marks
- Q180

What is the job of a wholesale trader?

3 Marks
- Q181

Write a brief note on 'Aftab- the wholesaler in the city'.

3 Marks
- Q182

From where do you think shop-owners procure their goods?

3 Marks
- Q183

What is a chain of market? Do you think that everyone gains equally in the market?

3 Marks
- Q184

Mention any three drawbacks of advertising.

3 Marks
- Q185

How are shop owners in a weekly market and those in a shopping complex very different people?

3 Marks
- Q186

Write a short note on shopping complexes and malls.

3 Marks
- Q187

Elaborate on way examples of ay two advertisement in your own words.

3 Marks
- Q188

Why do we need a market?

2 Marks
- Q189

Why is a wholesale trader necessary?

2 Marks
- Q190

Why did the guard think of stopping Kavita and Sujata from entering the shop?

2 Marks
- Q191

Why are branded goods expensive?

2 Marks
- Q192

Why Neighbourhood market is preferred by the Indians?

2 Marks
- Q193

Who is a retailer?

2 Marks
- Q194

Who is Sameer in the chapter and what does he do?

2 Marks
- Q195

What are the factors that make a market popular?

2 Marks
- Q196

Who are the sellers in a weekly market? Why don't we find big business persons in these markets?

2 Marks
- Q197

Compare and contrast a weekly market and a shopping complex on the following:

2 Marks

Market	Kind of goods sold	Prices of goods	Sellers	Buyers
Weekly market				
Shopping complex				

- Q198

Define the term credit.

2 Marks
- Q199

What is effect of competition in weekly markets?

2 Marks

Q200 Who is Sameer? What does he do?	2 Marks
Q201 Why do you think the guard wanted to stop Kavita and Sujata from entering the shop? What would you say if someone stops you from entering a shop in a market?	2 Marks
Q202 Describe different kinds of markets.	2 Marks
Q203 How are buyers different people?	2 Marks
Q204 Differentiate between shopping complexes and malls.	2 Marks
Q205 Who is Aftab?	2 Marks
Q206 Differentiate between permanent and temporary shops.	2 Marks
Q207 What are the different kinds of shops that you find in your neighbourhood? What do you purchase from them?	2 Marks
Q208 How does chain of markets works?	2 Marks
Q209 How are shops in neighborhood useful to us?	2 Marks
Q210 Why branded goods are expensive as compared to non-branded?	1 Mark
Q211 Why don't we buy directly from the factory or from the farm?	1 Mark
Q212 Why do we not buy directly from the producer?	1 Mark
Q213 Why branded goods are expensive as compared to non-branded goods?	1 Mark
Q214 What do you understand by a weekly market?	1 Mark
Q215 What is the importance of chain of market?	1 Mark
Q216 List the advantage of the weekly markets.	1 Mark
Q217 Give one advantage of neighbour shops.	1 Mark
Q218 Define wholesale market.	1 Mark
Q219 What is a mall?	1 Mark
Q220 State an advantage of weekly market.	1 Mark
Q221 Name the different types of markets that you visit for your everyday needs.	1 Mark
Q222 Why are goods sold in permanent shops costlier than those sold in the weekly markets or by roadside hawkers?	1 Mark
Q223 Name some roadside stalls.	1 Mark
Q224 Why a weekly market is called so?	1 Mark
Q225 What is chain of market?	1 Mark
Q226 Why fewer people can afford to buy branded goods?	1 Mark
Q227 What is wholesale market?	1 Mark
Q228 Write on advantage of weekly market.	1 Mark
Q229 What is a weekly market?	1 Mark
Q230 Define wholesale.	1 Mark
Q231 Raj mother asked him to get some cheap plastic containers, from where he should purchase the containers- road side markets or permanent market?	1 Mark
Q232 Who is a wholesale trader?	1 Mark
Q233 Give some examples of roadside stalls.	1 Mark
Q234 Who is a retailer? Give some examples.	1 Mark
Q235 Why is there a competition among the shops in the weekly market?	1 Mark
Q236 How buyers are differently placed?	1 Mark
Q237 What is done in the wholesale markets?	1 Mark
Q238 Why do we go the market?	1 Mark
Q239 Who is Aftab in the chapter?	1 Mark
Q240 Fill in the blank. People in urban areas can enter markets without stepping out of their homes via _____.	1 Mark
Q241 Where are goods produced?	1 Mark
Q242 What does 'Chain of Markets' mean?	1 Mark

- Q243** Small traders with Little money run their shops. weekly markets is that most things you need are available at one place. Whether you want vegetables, groceries or cloth items, utensils – all of them can be found here. You do not have to go to different areas to buy different things. People also prefer going to a market where they have a choice and a variety of good. We may buy milk from the dairy, groceries from departmental stores. Many of these are permanent shops, while others are roadside stalls such as that of the vegetable hawker, the fruit vendor, the mechanic, etc. **5 Marks**
1. Neighbourhood markets is that most things you need are available at one place.
 1. True
 2. False
 2. Vegetables, groceries or cloth items, utensils are found in ____.
 1. Weekly
 2. Neighbourhood
 3. Online
 4. Wholesale
 3. We can buy milk from the dairy, groceries from ____.
 1. Mall
 2. Supermarket
 3. Departmental Store
 4. Discount store
 4. From the following which are Roadside stalls ?
 1. Vegetable hawker
 2. Fruit seller
 3. Mechanic
 4. All of them
 5. Small traders with Little money run their shops.
 1. Small traders
 2. Large traders
 3. Both 1 and 2
 4. None of the following

- Q244** There are other markets in the urban area that have many shops, popularly called shopping complexes. These days, in many urban areas, you also have large multi-storeyed air-conditioned buildings with shops on different floors, known as malls. In these urban markets, you get both branded and non-branded goods. **5 Marks**
1. In ____ markets, you get both branded and non-branded goods.
 1. Urban
 2. Rural
 3. Community
 4. Suburban
 2. Shop's in the urban area that have many shops, popularly called ____.
 1. Shopping complex
 2. Weekly market
 3. Online market
 3. In many urban areas, you also have large multi-storeyed air-conditioned buildings with shops on different floors, known as ____.
 1. Wholesale
 2. Retail
 3. Mall
 4. Cinema

- Q245** The people in between the producer and the final consumer are the traders. The wholesale trader first buys goods in large quantities. For example, the vegetable wholesale trader will not buy a few kilos of vegetables, but will buy in large lots of 25 to 100 kilos. These will then be sold to other traders. In these markets, buying and selling takes place between traders. It is through these links of traders that goods reach faraway places. The trader who finally sells this to the consumer, is the retailer. This could be a trader in a weekly market, a hawker in the neighbourhood or a shop in a shopping complex. **5 Marks**
1. The people in between the producer and the final consumer are the Traders.
 1. True
 2. False
 2. The ____ trader first buys goods in large quantities.
 1. Wholesaler
 2. Retailer
 3. Consumer

3. Buying and selling takes place between customers.

1. True

2. False

4. The trader who sells the finally product to the customer is called ____.

1. Wholesaler

2. Retailer

3. Consumer

4. Producer

5. Vegetable wholesale trader will not buy a few kilos of vegetables, but will buy in large lots of 25 to 100 kilos. These will then be sold to other traders. This is an example of ____.

1. Agent

2. Wholesaler

3. Retailer

4. Consumer

Q246 Branded goods are expensive, often promoted by advertising and claims of better quality. The companies producing these products sell them through shops in large urban markets and, at times, through special showrooms. As compared to non-branded goods, fewer people can afford to buy branded ones.

5 Marks

1. Branded goods are expensive, often promoted by advertising and claims of better ____.

1. Quality

2. Quantity

3. Both 1 and 2

4. none of them

2. Which clothes are more expensive ?

1. Branded

2. Cheap

3. Non branded

3. The companies producing these products sell them through shops in large ____ markets.

1. Urban

2. Rural

3. Community

4. Suburban

Q247 Every city has areas for wholesale markets. wholesale trader would have bought a large quantity of plastic items from the factory and stored them in a godown. In this way, a chain of markets is set up. When we purchase, we may not be aware of the chain of markets through which these goods travel before they reach us. People in urban areas can enter markets without stepping out of their homes via the Internet. They use their credit cards to make 'online purchases'.

5 Marks

1. _____ trader would have bought a large quantity of plastic items from the factory and stored them in a godown.

1. Agent

2. Wholesaler

3. Retailer

4. Consumer

2. Every city has its retail market.

1. True

2. False

3. People from which area make online purchases?

1. Urban

2. Rural

3. Community

4. Suburban

4. People in urban areas can enter markets without stepping out of their homes via ____.

1. Phone call

2. Internet

3. Tv

5. How do the people living in Urban area make their online purchases?

1. Debit card

2. Credit card

3. Pre-paid

4. Net banking

Q248.

5 Marks

A weekly market is so called because it is held on a specific day of the week. Weekly markets do not have permanent shops. Traders set up shops for the day and then close them up in the evening. Then they may set up at a different place the next day. There are thousands of such markets in India.

1. Why is weekly market called so?
1. Because it is held on alternate days

2. Because it is held on a specific day of the week

3. Because it is held daily

4. All of them
2. Which markets does not have a permanent shops?
1. Weekly

2. Neighbourhood

3. Online

4. Wholesale
3. There are Thousands of markets in which country?
1. America

2. Australia .

3. India

4. Germany

Q249

Shops in the neighbourhood are useful in many ways. They are near our home and we can go there on any day of the week.

5 Marks

Usually, the buyer and seller know each other and these shops also provide goods on credit. This means that you can pay for the purchases later.

1. Shops in the _____are useful in many way.
1. Weekly

2. Neighbourhood

3. Online

4. Wholesale
2. The neighbourhood shops provide goods on ____.
1. Debit

2. Credit

3. Wholesale

4. Retail
3. The buyer and seller Know each other so the buyer can pay later.
1. True

2. False

Q250

Many things in weekly markets are available at cheaper rates. This is because when shops are in permanent buildings, they incur

5 Marks

a lot of expenditure – they have to pay rent, electricity, fees to the government. They also have to pay wages to their workers. In weekly markets, these shop owners store the things they sell at home.

1. Many things in weekly markets are available at _____ rates.
1. Cheaper

2. Highest

3. Lowest
2. ____is paid to the workers in the weekly markets.
1. Wages

2. Salary

3. Both 1 and 2

4. None of them
3. In which market shop owners store the things they sell at home?
1. Weekly

2. Neighbourhood

3. Online

4. Wholesale

Q251

Match the contents of Column A with that of Column B.

4 Marks

S.No.	Column A		Column B
1.	Retailer	(a)	People between producer and consumer.
2.	Wholesaler	(b)	Goods are stored here.
3.	Trader	(c)	Selling directly to consumer.
4.	Godown	(d)	Buying and selling in large quantities.

Q252 When things are sold, it encourages production and new opportunities are created for people to earn. True/ False	1 Mark
Q253 People use their visiting cards to make ‘online purchases’. True/ False	1 Mark
Q254 State whether the given statements are true or false. We have temporary and permanent shops in our neighbourhood.	1 Mark
Q255 State whether the given statements are true or false. Shops ill the neighbourhood provide goods even on credit.	1 Mark
Q256 The people in between the producer and final consumer are traders. True/ False	1 Mark
Q257 These day's goods can be delivered at home through internet also. True/ False	1 Mark
Q258 State whether the given statements are true or false. It is necessary to go to market to purchase goods.	1 Mark
Q259 State whether the given statements are true or false. Shopping complexes are made in rural areas.	1 Mark
Q260 State whether the given statements are true or false. A weekly market trader earns little compared to regular shopkeeper.	1 Mark
Q261 Shops in the neighbourhood are useful in many ways. True/ False	1 Mark
Q262 People who buy and sell thing in bulk are called retailers. True/ False	1 Mark
Q263 For buying and selling, shops are must in the market. True/ False	1 Mark
Q264 Exporters get the maximum work out of the workers at the lowest possible wages. In this way they maximize their own profit. True/ False	1 Mark
Q265 The people in between the producer and final consumer are _____.	1 Mark
Q266 Fill in the blank. Shops in neighbourhood often give goods to their regular customers on _____.	1 Mark
Q267 Fill in the blank. The weekly market trader earns _____ compared to the _____ of a regular shop owner in a shopping complex.	1 Mark
Q268 Fill in the blanks with appropriate words. A wholesale trader sells the goods to a _____.	1 Mark
Q269 Fill in the blanks with appropriate words. Weekly markets have _____ shops.	1 Mark
Q270 Fill in the blank. Goods are produced in _____, _____ and _____.	1 Mark
Q271 Neighbourhood markets often give goods to their regular customers on _____.	1 Mark
Q272 Fill in the blanks with appropriate words. Traders are a link between _____ and _____.	1 Mark
Q273 Fill in the blanks with appropriate words. In malls we get both _____ and _____ goods.	1 Mark
Q274 Fill in the blanks with appropriate words. We can purchase goods through _____ without going to the markets.	1 Mark
Q275 The shopping malls mostly sells _____ items.	1 Mark
Q276 People who buy and sell thing in bulk are called _____.	1 Mark
Q277 Fill in the blank. Malls sell _____ and _____ goods.	1 Mark
Q278 Assertion (A): The consumer is only aware of the final product which he uses to satisfy his needs and wants and has no reach from where the product has manufactured.) Reason (R): There are many markets which we are not aware of and this is because a large number of goods are bought and sold that we don’t use directly. A Both are correct but R is not the explanation of A. B Only R is correct C Both are correct and R is the explanation of A. D Only A is correct.	1 Mark
Q279 Assertion (A): We find all the types of market- one where we can find the cheapest of products and the other where we find the branded one. Both the markets provide us with the product we want according to our choice.	1 Mark

Reason (R): The market not only helps the producer to sell products according to his convenience but also helps the consumer to purchase products according to his convenience.

- A** Both are correct but R is not the explanation of A. **B** Only R is correct
C Both are correct and R is the explanation of A. **D** Only A is correct.

Q280Assertion (A): Goods produced in a factory can only reach people living in the nearby areas and cannot be helpful for all the people who are in need of that product. **1 Mark**

Reason (R): Chain of markets help the producer to sell his product everywhere with the help of traders.

- A** Both are correct but R is not the explanation of A. **B** Only R is correct
C Both are correct and R is the explanation of A. **D** Only A is correct.

Q281Assertion (A): Shops in the neighborhood are very helpful as they are near our homes and we can buy any product at any time of the day and can also purchase goods on credit. **1 Mark**

Reason (R): Shops in the neighborhood are the permanent ones because they don't have to shift from one place to another on a specific day of a week.

- A** Both are correct but R is not the explanation of A. **B** Only R is correct
C Both are correct and R is the explanation of A. **D** Only A is correct.

Q282Assertion (A): The weekly markets are held so that people can get products at cheaper rates because such people don't have any permanent buildings or any workers which cost them much expenditure. **1 Mark**

Reason (R): The people who set up weekly markets are helped by their own family members and therefore they charge less price from their customers.

- A** Both are correct but R is not the explanation of A. **B** Only R is correct
C Both are correct and R is the explanation of A. **D** Only A is correct.

Q283Assertion (A): Buying and selling of goods is an activity which only takes place in the market where the producers and consumers meet. **1 Mark**

Reason (R): Marketing is a much wider term which not only includes buying shops from the market but also getting a variety of goods sitting at any place of the world.)

- A** Both are correct but R is not the explanation of A. **B** Only R is correct
C Both are correct and R is the explanation of A. **D** Only A is correct.

Q284Assertion (A): Malls are the market other than the weekly or permanent markets who sell branded as well as non-branded products. These buildings or 5 storeyed buildings are fully air conditioned and are situated in urban areas where people can afford such clothes. **1 Mark**

Reason (R): Branded clothes are sold in malls as they are very expensive and a lot of money is spent on their advertisement and production. Only fewer people can afford such clothes.

- A** Both are correct but R is not the explanation of A. **B** Only R is correct
C Both are correct and R is the explanation of A. **D** Only A is correct.

Q285Assertion (A): People working in the weekly markets have a tough competition among themselves because if any one charges a high price, the customer might shift to the other marketer. **1 Mark**

Reason (R): As weekly markets have permanent shops, it becomes very easy for customers to purchase products from the shops everyday.

- A** Both are correct but R is not the explanation of A. **B** Only R is correct
C Both are correct and R is the explanation of A. **D** Only A is correct.

Q286Assertion (A): People working in the weekly markets have a tough competition among themselves because if any one charges a high price, the customer might shift to the other marketer. **1 Mark**

Reason (R): As weekly markets have permanent shops, it becomes very easy for customers to purchase products from the shops everyday.

- A** Both are correct but R is not the explanation of A. **B** Only R is correct
C Both are correct and R is the explanation of A. **D** Only A is correct.

Q287Assertion (A): The neighborhood market consists only of the permanent shops because the people living in that particular area get all the required goods and services they want in those shops. **1 Mark**

Reason (R): Markets in the neighborhood are of two types- one which are permanent and the other who put small stalls like the vegetable and fruit vendor, ice-cream seller etc.)

A Both are correct but R is not the explanation of A.

B Only R is correct

C Both are correct and R is the explanation of A.

D Only A is correct.

Q288Assertion (A): A market is a place where you will find two parties- one who sells the product or service and the other who purchases the product sold by the seller.

1 Mark

Reason (R): It is the market from where we get all our necessities and wants and a place where a person can earn their livelihood by running a business of selling goods and services to the people.

A Both are correct but R is not the explanation of A.

B Only R is correct

C Both are correct and R is the explanation of A.

D Only A is correct.

Q289Assertion (A): The goods which we purchase from the market are produced in the homes of the seller and we directly purchase from them.

1 Mark

Reason (R): The production of goods is done in the factories and the producer is never interested in selling goods directly to the consumer.

A Both are correct but R is not the explanation of A.

B Only R is correct

C Both are correct and R is the explanation of A.

D Only A is correct.

Q290Assertion (A): The goods produced in the factories are reached to the final consumer with the help of a trader who acts as a link between the producer and the consumer.

1 Mark

Reason (R): The trader who finally sells the product to the consumer is called a retailer. Example could be a seller of a permanent market, one working in a weekly market or a hawker which comes in our neighborhood.)

A Both are correct but R is not the explanation of A.

B Only R is correct

C Both are correct and R is the explanation of A.

D Only A is correct.

Q291Assertion (A): Goods produced in a factory can only reach people living in the nearby areas and cannot be helpful for all the people who are in need of that product.

1 Mark

Reason (R): Goods produced in a factory can only reach people living in the nearby areas and cannot be helpful for all the people who are in need of that product.

A Both are correct but R is not the explanation of A.

B Only R is correct

C Both are correct and R is the explanation of A.

D Only A is correct.