

### Lesson at a Glance

- **Market** is a place where we go to buy many things such as rice, toothpaste, clothes, notebooks, bread, etc.
- There are many kinds of markets—**shops, hawker's stall** in our neighbourhood, a **weekly market, shopping complex** and **mall**.
- Weekly market is held on a specific day of the week. Such markets do not have permanent shops. Traders set up shops for the day and then close them up in the evening. Things in weekly markets are available at cheaper rates. We can bargain easily. Another feature of these markets is that most of the things that we need are available at one place.
- We also find shops in our neighbourhoods. These shops sell things of daily use. We may buy milk from the dairy, groceries from departmental stores, stationery, eatables or medicines from other shops. Shops in the neighbourhood may be permanent and roadside stalls. Neighbourhood shops are very useful. As the buyer and seller know each other, these shops also provide goods on credit.
- Apart from these markets, there are shopping complexes and malls too which are usually found in the urban areas. These urban shops are large multi-storeyed air-conditioned buildings where one can get both **branded** and **non-branded** goods. Branded goods are expensive and therefore a very small group of people can afford to buy them. These shops are usually not meant for the common people.
- The goods that we purchase in different types of shops are produced in factories, on farms and in homes. However, we don't buy directly from the factory or from the farm. The producers are also not interested in selling us small quantities.
- The **trader** comes in between the **consumer** and the **producer**. The **wholesale trader** buys goods in huge quantities from the producer and then he sells these goods to the **retailers**. These retailers finally sell different articles to the consumers. Thus, it is through these links of traders that goods reach far away places.
- This is the age of Internet. One of the major benefits of the Internet is that we can buy things of our need without going to the market. We can place orders for a variety of things through the phone and the Internet and the goods are delivered at our home.

- Medical representatives are also engaged in the selling of goods. Thus, buying and selling takes place in different ways.
- There are also markets that we may not be aware of. This is because a large number of goods are bought and sold that we don't use directly. A car factory purchases engines, gears, petrol tanks, wheels, etc. from various other factories. We do not usually see these types of buying and selling.
- There is a great difference between the shop owners in a weekly market and those in a shopping complex. The shop owners in a weekly market are small traders with little money to run the shop but the owners of shopping complexes or malls are big businessmen, with a lot of money.
- One thing is clear that the weekly market trader earns little compared to the profit of a regular shop owner in a shopping complex. Thus, we don't see equality in market places.
- So, far buyers are concerned, they are also not at all equal. There are many who are not able to afford to buy even the cheapest goods while others are busy shopping in beautiful malls.

### ■ IN-TEXT QUESTIONS SOLVED ■

**Q. 1.** *Why do people go to a weekly market? Give three reasons.*  
(NCERT Textbook, page 96)

**Ans.** People go to a weekly market mainly for three reasons:

- They get things at cheaper rates.
  - Most things that they need are available at one place. They don't need to go to different areas to buy different things.
  - They can bargain and bring the price down.
- Q. 2.** *Who are the sellers in a weekly market? Why don't we find big business persons in these markets?*

(NCERT Textbook, page 96)

**Ans.** Small traders are sellers in a weekly market. Big business persons are not found in these markets because they run their business with their permanent establishments. They have their permanent customers. They earn good profit in their business and therefore they don't need to set up temporary shops in a weekly market.

**Q. 3.** *Why are things cheap in the weekly market?*  
(NCERT Textbook, page 96)

**Ans.** Things are cheap in the weekly market because the shops are not permanent there. Traders set up shops for a day

and then close them up in the evening. Thus, they do not have to bear the shop establishment cost. Neither they need the help of hired workers. Their shops are usually small and family members are enough to run them.

**Q. 4.** *Explain with an example how people bargain in the market. Can you think of a situation where the bargain would be unfair?* (NCERT Textbook, page 96)

**Ans.** There are buyers and sellers in the market. Sellers usually demand high prices because they want to earn maximum profits. Buyers are even a step forward. They want to buy goods at the minimum price. Therefore, they start bargaining to bring the price down. Finally, the price of the goods is bargained and the rate is fixed on the price agreed mutually.

Sometimes we see that the price of the goods is fixed. In such situation if we start bargaining, it would be definitely unfair.

**Q. 5.** *Why did Sujata carry a notebook? Do you think this system is useful? Can there be problems?*  
(NCERT Textbook, page 97)

**Ans.** Sujata buys things on credit. Therefore, she carries a notebook to get amount of the purchased things noted down in it by the shop owner.

This system is useful for those who belong to low-income group. I don't think there can be any problem in this system. If the buyer and seller both are honest, then things will go smoothly. The buyer will not face the problem of hunger. He will purchase the things on credit and will pay for the purchases later. The seller will also not be at loss.

**Q. 6.** *What are the different kinds of shops that you find in your neighbourhood? What do you purchase from them?*  
(NCERT Textbook, page 97)

**Ans.** The different kinds of shops that I find in my neighbourhood are departmental stores, dairy, roadside stalls, stationery, etc. I purchase milk from the dairy, groceries from departmental stores, pen and pencil from the stationery shops and vegetables and fruits from the roadside stalls.

**Q. 7.** *Why are goods sold in permanent shops costlier than those sold in the weekly markets or by roadside hawkers?*  
(NCERT Textbook, page 97)

**Ans.** Permanent shops are run in permanent buildings. As a result they have to bear a lot of expenditure. They have to pay rent, electricity, fees to the government. Also, they have to pay wages to their helpers because they can't do without them. So far the weekly markets or roadside hawkers are concerned, they don't have to bear any such expenditure. This is the reason, why goods sold in permanent shops are costlier than those sold in the weekly markets or by roadside hawkers.

**Q. 8.** 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?

(NCERT Textbook, page 98)

**Ans.** The guard wanted to stop Kavita and Sujata from entering the shop because he might have guessed from their appearance that they were poor girls who would not afford to buy costly items of the mall.

If someone stops me from entering a shop in a market I will resist him/her. I have full right to visit any shop even though I don't have any money in my pocket.

**Q. 9.** Why do people not bargain in shops located in malls whereas they bargain in weekly markets?

(NCERT Textbook, page 99)

**Ans.** Shops located in malls usually sell branded items with price tags. This leaves no scope for the customer to bargain. But in weekly markets, there are many shops selling the same goods. This means there is competition among them. If some trader were to change a high price, people would move to another shop where the same thing may be available at cheaper rate where the buyers can bargain. Hence, bargaining can be easily done in weekly markets.

**Q. 10.** Why is a wholesale trader necessary?

(NCERT Textbook, page 99)

**Ans.** A wholesale trader is necessary because it is he who makes things available to the retailer from whom consumers buy different items.

### TEXTBOOK QUESTIONS SOLVED

**Q. 1.** In what ways is a hawker different from a shop owner?

**Ans.** A hawker provides door to door service. He sells his goods by calling out the names of his items. He generally

owns a thela which we may call a movable shop and keeps in it different items of our everyday use. He sells his goods at minimum profit.

A shop owner runs his shop at one fixed place. Whenever, we need any thing we go there and purchase it. Here, we get things at somewhat costlier rate.

**Q. 2.** Compare and contrast a weekly market and a shopping complex on the following:

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

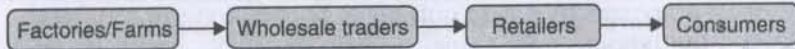
**Ans.**

Market	Kinds of goods sold	Prices of goods	Sellers	Buyers
Weekly market	Different items of our everyday use such as vegetables, groceries, cloth items, utensils, etc.	Prices of goods are not very high. Common people can easily afford them.	Small traders and hawkers	Local people belonging to low income group.
Shopping complex	Branded items such as readymade clothes, home appliances, footwear, leather items, etc. Here we also get eatables such as pizza, burger etc.	Prices of goods are usually high. Only rich people can afford to buy them.	Big businessmen and traders.	Wealthy city people.

**Q. 3.** Explain how a chain of markets is formed. What purpose does it serve?

**Ans.** Goods are produced in factories, Goods are also produced in farms and in homes. But we are not required to go to factories or farms to buy goods of our need, because the producers are not interested in selling us small quantities. The wholesale traders do this job. They are the people who come in between the producer and the final consumer. They first buy goods in bulk. Then they sell these goods to the retailers, who finally sell this to the consumers.

From the above instance we come to the conclusion that from factories to final consumers a chain is formed, which we may call a chain of markets. We can better understand it through the flow chart given below:



It serves great purpose. It maintains flow of money. It makes easy availability of various items of our daily use. It also promotes co-ordination in society.

- Q. 4.** *'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.

**Ans.** Yes, it is equally true of shops with expensive products. As consumers we can visit any shop. Even though we have no money in our pockets. The shop owner is bound to show the articles which the customer asks him to show. He cannot force the customer to buy any article. It totally depends upon him whether he buys any thing or not. We can understand it more clearly through an example. Kavita and Sujata went to Ansal Mall out of curiosity. While wandering here and there they enter a shop all of a sudden. They have no plan to buy anything. They look some branded dresses and move away.

- Q. 5.** *'Buying and selling can take place without going to a marketplace.'* Explain this statement with the help of examples.

**Ans.** This is the age of Internet. It has changed the mode of everything. We can now make on-line purchases with the help of credit cards. We can place orders through the Internet and the goods are delivered at our place.

In clinics and nursing homes we usually notice medical representatives waiting for doctors. These medical representatives are also engaged in selling goods. Thus, buying and selling takes place in different ways, without going to the market.