ïWhat is Market Structure? 
It is therefore understood as those characteristics of a 
market that influence the behavior a...

â¢ Area: A market does not mean a particular place but the 
whole region where sellers and buyers of a product are 
spread....

P1- price,P2-Product,P3-Place,P4-Promotion

â¢ One Commodity: A market is not related to a place 
but to a particular product. Hence, there are separate markets 
for v...

ON THE BASIS OF : 
â¢ Area or Region 
â¢ Time 
â¢ Functions 
â¢ Nature of Commodity 
â¢ Legality 
 

When buyers and sellers are 
not confined to state 
boundary, but are spread 
throughout the country. They 
are demanded t...

If buyers and sellers of a 
commodity are limited to 
certain area or region, it is 
known as local market. 
Perishable go...

â¢ Long period market: It is in which we can make 
necessary changes in plant and machinery as well increase 
supply of pro...

â¢ Very short period market: It can be classified into 
Daily(perishable products) or weekly market(on any specific 
day of...

General Market 
Specialized Market 
When different types of products 
are transacted at the same time in 
a market. 
Ex.- ...

Marketing by Samples 
Marketing by Grading 
In this the firms need not show 
whole of their product as they 
only send sam...

Product Market 
(production goods are 
exchanged) 
Stock Market 
(stock and shares, bonds 
are bought and sold) 
Bullion M...

Legal Market: When goods are transacted 
in market under certain rules and norms. 
Also known as Fair Market. 
Illegal Mar...

â¢ Perfect Competition 
â¢ Monopoly Competition 
â¢ Monopolistic Competition 
â¢ Oligopoly Competition 
 

â¢ It is such a market structure where there are 
large numbers of sellers and buyers. 
â¢ Homogeneous product . 
â¢ The pric...

â¢ Large number of buyers and sellers 
â¢ Homogeneous product 
â¢ No barriers to entry 
â¢ Perfect knowledge of the market 
â¢ ...

â¢ It is a market structure in which there is 
only a single seller of the product . 
â¢ One firm has full control over the ...

â¢ Sole supplier of the product 
â¢ Large number of buyers 
â¢ No close substitutes 
â¢ One firm industry 
â¢ Varies from indus...

â¢ It is a mid-way between perfect 
competition and monopoly . 
â¢ In this the number of buyers and 
sellers is relatively l...

â¢ It is a market structure in which there are few 
sellers of a product selling identical or 
differentiated products . 
â¢...

â¢ Large number of firms 
â¢ Product differentiation 
â¢ Freedom of entry and exit 
â¢ Non price competition 
â¢ Price policy 
...

â¢ It is a market structure in which there are few 
sellers of a product selling identical or 
differentiated products . 
â¢...

â¢ Relatively small number of sellers 
â¢ Interdependence of the firms 
â¢ Price rigidity and price war 
â¢ Difficulty in entr...

By- 
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