



ST. LAWRENCE HIGH SCHOOL

A Jesuit Christian Minority Institution



Worksheet 31

Sub: Economics Class: XII

Chapter 06: Revenue F.M.: 15

Topic: Concept of TR, AR, MR

Date: 07/07/2020

Multiple choice questions

1x15 = 15

1. The expenditure of a consumer is the _____ of the seller.
 - a. Revenue,
 - b. Cost,
 - c. Profit,
 - d. None of these.
2. Revenue is firm's _____.
 - a. Profit,
 - b. Income,
 - c. Cost,
 - d. Expenditure.
3. Objective of the firm is to maximize _____.
 - a. Cost,
 - b. Sale,
 - c. Expenditure,
 - d. Profit.
4. _____ is the total income from selling the products.
 - a. Total saving,
 - b. Total investment,
 - c. Total revenue,
 - d. Total cost.
5. Total revenue will depend on the _____.
 - a. Profit,
 - b. Investment,
 - c. Input used,
 - d. Quantity sold.
6. When AR is rising, then _____.
 - a. $AR=MR$,
 - b. $MR>AR$,
 - c. $AR>MR$,
 - d. $AR>P$.

7. Revenue per unit of output is known as _____.
1. Average revenue,
2. Total revenue,
3. Marginal revenue,
4. Profit.
8. Average revenue is nothing but _____.
a. Profit,
b. Price,
c. TR,
d. MR.
9. When AR is decreasing, then _____.
a. $AR=MR$,
b. $MR<AR$,
c. $MR>AR$,
d. $MR<0$.
10. Marginal revenue is the rate of change of _____ with respect to a change in output.
a. AR,
b. AC,
c. TR,
d. TC.
11. When the firm sells one additional unit of output the extra revenue earned is called _____.
a. Total revenue,
b. Average revenue,
c. Marginal revenue,
d. Excess profit.
12. When AR is constant then _____.
a. $AR=MR$,
b. $AR>MR$,
c. $AR<MR$,
d. $AR=0$.
13. Average revenue is the revenue per unit of _____.
a. Price,
b. Input,
c. Output,
d. Sale.
14. When firm sells its product and gets money then it is called _____.
a. TR,
b. MR,

- c. AR,
 - d. Profit.
15. When we divide total revenue by the units of output then we get _____.
- a. TR,
 - b. AR,
 - c. MR,
 - d. Price.

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