



OF CHEAP

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ABSTRACT:

The customer bargains to purchase at a cheaper rate. When the consumer market just opens the price is higher. As time passes the quality things are sold quickly and the inferior things remain unsold. At latter period it sells cheap. As such the rich goes to the market in the morning and the poor goes at noon.

KEYWORDS:

CHEAP, LOW, LITTLE, POOR, BASE, INFERIOR, SMALL, VULGAR, COMMON, IMMORAL, EMBARRASSED, MISERLY, UNPLEASANT, MEAN, DEROGATORY.

INTRODUCTION

Creative writing is based more on manifestation rather than on expression. It does not inform, rather it reveals. So it bears no reference. The best creative writing is critical, and the best critical writing is creative. This article is an outcome of thinking about creative writing meant for a general readership. As such, I have adopted a free style methodology so that everyone can enjoy the pleasure of reading. As you might know, Francis Bacon (1561-1626), the immortal essayist, wrote many essays namely 'Of Love', 'Of Friendship', 'Of Ambition', 'Of Studies', and so on. The multiple-minded genius correctly pointed out that all the words of the dictionary can be used as themes for essays. But little has been done since his death to continue or finish his monumental task. Bacon's unique individual style of presentation ignited my imagination and encouraged me to write creative essays as a method of relieving a wide range of emotions through catharsis.

ARTICLE

Cheap is low in price. It is costing relatively little money e.g. cheap tickets/fares; the cheap seats in a theatre. Cauliflowers are very cheap at the moment. It is inexpensive.

It is costing little labour or trouble. For example: Words are cheap.

It is worth more than the cost. It is offering good value e.g., immigrant workers, used as a source of cheap labour i.e., labour that is paid very little, especially unfairly.

It is charging low prices e.g. a cheap hairdresser/restaurant.

It is of poor quality. It is base. It is inferior e.g. cheap furniture/ jewellery/shoes.

It is of little account. It is of small value. It is mean. It is shoddy e.g. cheap workmanship.

It is vulgar, common, or immoral e.g. cheap conduct.

It is embarrassed. It is sheepish. For example: He felt cheap about his mistake.

It is, of money, obtainable at a low rate of interest.

It is of decreased value or purchasing power, as currency depreciated due to inflation.

It is stingy. It is miserly.

It is at a low price. It is at small cost. For example: He is willing to sell cheap.

It is of people, words or actions unpleasant and mean. It is not clever or worthy of respect e.g., a cheap gibe/joke/remark/retort. That was a cheap trick to play on her. He is just a cheap crook. His treatment of her made her feel cheap.

In US, informally derogatory, is extremely careful with one's money. It implies mean.

Antonyms of cheap are costly, dear, and expensive.

Cheap, inexpensive are synonymous and agree in their suggestion of low cost. Cheap now often suggests shoddiness, inferiority, showy imitation, complete unworthiness, and the like e.g. a cheap kind of fur.

Inexpensive emphasizes lowness of price and suggests that the value is fully equal to the cost e.g. an inexpensive dress. It is often used as an evasion for the more pejorative cheap.

Cheap has the highest attractive power. It possesses the highest driving force. Both rich and poor like it. Both of them avail the chance. The rich exploits the situation. The capitalist manipulates the opportunity. It is much popular in a poor country. It is the rescuer of any poor nation.

Also cheap have three negative outcomes. It is of low

quality. It does not last long. Last of all, it is rejected, since it does not serve the purpose. As a result the whole investment is simply wastage of money.

In business there are two popular terms wholesale and retail. Wholesale means large in quantity. Retail is comparatively less in quantity. Wholesale costs less and retail costs more. The business man purchases in lot. As a result the purchase price is less. He sells in retail i.e. at a higher price.

Similarly, a retail customer buys in larger quantity to get cheaper price. He purchases essential commodities in lot for monthly or quarterly use at a cheaper price.

In business the concept is buy at lowest price and sell at highest price thus to gain both ways. If a business man cannot buy at a cheaper price thereby win in cost price then he can never win in selling at a higher price thereby multiply his money. A successful business man knows when to buy, where to buy, how much to buy and from whom to buy. He knows well when to sell, where to sell, how much to sell and whom to sell. All these are the contribution and essence of cheap.

Bargaining is a nasty game. Both the poor and the rich bargain. Through bargaining the customer always loses, since the shopkeeper never sells at loss. The paradox is that the customer is always happy and satisfied after bargaining. It is a mental disease. Some markets are ill-famed as bargaining.

The customer bargains to purchase at a cheaper rate. When the consumer market just opens the price is higher. As time passes the quality things are sold quickly and the inferior things remain unsold. At latter period it sells cheap. As such the rich goes to the market in the morning and the poor goes at noon.

In a standard shop the goods are sold at the fixed price. There is no scope of bargaining. Also a standard customer seldom bargains. A good businessman sells to all. He knows better whom to sell. In contrast, a great business man knows better whom not to sell. He seldom allows bargaining. They say where goodness ends greatness begins. Thus the great businessman acquires commercial success through classical avenue. He wins both the games. It is really an art. All is not artist. All cannot be artist. This answers why we notice few successful persons around us.

If the price of a thing is cheap then the financial condition of the inhabitants of that locality is poor. But that very identical thing sells at a higher price in an elite society. Obviously, in a proletariat market costly thing is not available. Thus from the market price the status and standard of the society can be ascertained. Conversely, from the status of the society the market price of an identical thing can be guessed. Thus rich people are responsible to raise the normal price of anything in question.

Cheap is a business term. In share market there are two types of investments viz., short and long. Further there is daily trading. In all these the broker targets the cheap

price when the market is down.

Supply and demand is a popular theory in economics. Both the supply and the demand may be more or less for a particular period time and the cost of anything varies accordingly. Now there may be four states. In the first state supply is more demand is less. In this case price is lowest. The thing is cheapest. In the second state supply is less demand is more. In this case the thing is costliest. In the third instance supply is more demand is more. In this case price is medium and the thing is popular. In the last case supply is less demand is less. In this condition the thing is cheap since the thing may remain unsold. Out of this fear the seller sells at a cheaper price.

Someone helps in danger. It is his generosity. It is his cheap investment. But the return or reciprocation may be enormous. Obviously, a Good Samaritan seldom thinks for reciprocation. His devotion is selfless.

Cheap relation is based on financial interest. It does not last long. When monetary gain is over relation is also over. Here the essence of relation is commercial in nature. In classical relation there is no such interest. It does not depend on the fluctuation or rise and down fall of price like share market.

Similarly, there are two types of attractions viz., physiological and psychological. Physical relation lasts till two persons enjoy sexually. When either of the partners or both cannot serve and satisfy each other they depart. In contrast, in the psychological involvement the relation is permanent being it platonic in nature. Both the souls become nostalgic in their careless moments.

Chance is always cheap. It is just like a spring that comes out of a hill spontaneously. It is unexpected and autonomous as well in nature. Only an intelligent person avails the chance. He knows chance comes once. Someone purchases a lottery ticket casually without any hope. He wins the lottery by chance. Someone meets a friend by chance. Someone gets back his lost valuable document by chance.

Someone thinks nothing is cheap. He purchases at higher price or through hard labour. He considers easy got easy go.

Distressed sale is cheap. A sly person avails that opportunity. He makes his fortune through the misfortune of others. In contrast, a pious soul seldom avails this chance. He pays adequate price. Thus he avoids the deep sigh of the poor person.

Style is costly. Fashion enhances its attraction. They say no politics is also a politics. Similarly no style is also a style. A lay person hankers after style. In contrast, style hankers after a wise person. Knowledge is the asset of a wise. He needs no style.

A poor person cannot enjoy the warm feeling of fashion due to poverty. No style is cheap for the poor. He is laughed at. A wise or a rich or a powerful person may not be stylish. But none can laugh at them either due to respect or fear or both simultaneously.

No style is costly more in case of rich or educated or powerful person. It is of highest degree when wisdom, wealth and power these three ingredients mingle in a personality. Such a person enjoys no style. A person becomes of lowest status when illiteracy, poverty and weakness defunct him.

Religion is a philosophy. So-called rituals render it cheap. In religion devotion is all and everything. In religion belief is cheap avenue for salvation than disbelief or argument. .

Someone becomes dear through money otherwise far. Money decreases distance. Also money renders the relation cheap. Someone earns rendering himself and herself cheap. Here monetary gain is the chief object. Avenue is not the factor. Fair or foul does not bother. In contrast, someone seldom sells himself or herself whatever price is offered. The determination is so rigid.

Cheap is popular for its simplicity. Cheap is alias and akin to short cut or short cut is alias and akin to cheap or both for both simultaneously. Thus cheap takes comparatively lesser time. So everybody tries to follow this avenue.

Vulgar talks present someone as uncultured. He is ill-famed as cheap. He becomes common. Similarly, immoral activities render someone mean minded. A true gentleman avoids such a degraded soul. If an educated person behaves in a cheap manner it is quite embarrassing.

If all the ingredients are cheap then the product is cheap. If such a product serves the basic human need then it becomes hot cake in the market. Essential commodities are used daily. So the poor persons search such things which are cheaper in price. They thrive on such products. Such products are of wide varieties viz., food, cloth, shelter, cheap cosmetics, etc.

If a cheap product does not serve the purpose then it suffers from poor sales turn over. So the company does not produce it further. The rich avoids such cheap product

irrespective of its use or no use at all it matters little. They think that a cheap product can never be good. Also a status consciousness person seldom purchases such a cheap product lest his life style is ill-famed.

Costly ingredients produce costly products. Only the rich persons can afford thereby enjoy it. Costly ingredients may not always be required to make a balanced diet. Optimum amount of different ingredients both cheap and costly make it healthy, palatable and affordable as well.

A miser always purchases the cheap product. He never donates. The rich may either be miser or spendthrift. Through meanness he saves money. It is his unique tool for savings. Savings is an art. He enjoys that art in this unique way.

Land, labourer and money are three ingredients for industrial growth. The industrialist searches for less investment. Land is one time investment. The cost of labourer is repetitive. Hence, the manager searches for cheap labourer. The industry grows there where cheap labourer is available and in abundance. In this regard the poor nations are ideal.

CONCLUSION

If a poor person purchases cheap product it is not news. Further if a poor person purchases a costly product it is also not news. Then it will be presumed that the person has earned some extra money by which he has purchased the costly product thus to serve and satisfy his long-cherished desire. But if a spendthrift rich person purchases cheap product it is definitely news.

REFERENCES

No reference, since the present article is an outcome of Creative Writing