

**B.COM (HONS.)**

**SEMESTER-VI**

**PAPER: CONSUMER AFFAIRS AND CUSTOMER CARE**

**MULTIPLE-CHOICE QUESTIONS**

1. What as per the Competition Act refers to the sale of goods or provision of services at a price which is below the cost to eliminate competitors:

- a. Predatory Price
- b. MRP
- c. Skimming price
- d. Low margin costing

ANSWER- (a)

2. Which of the following as per the competition act, 2002 refers to nay agreement requiring a purchaser of goods, as a condition of such purchase, to purchase some other goods:

- a. Exclusive supply agreement
- b. Refusal to deal
- c. Exclusive distribution arrangement
- d. Tie-in agreement

ANSWER- (d)

3. Complex buying behaviour occurs under conditions of low-consumer involvement and little significant brand difference

- a) Yes
- b) No

ANSWER- (b)

4. As per section 2(1)(b) of Consumer Protection Act 1986, who can file a complaint?

- a) a consumer
- b) any consumer association registered under the Companies Act, 1956
- c) the Central Government or any State Government,
- d) All the above

ANSWER- (d)

5. Who shall be the Chairman of the State Consumer Protection Council

- a) The Minister in charge of consumer affairs in the Central Government
- b) The Minister in charge of consumer affairs in the State Government

- c) The Prime Minister
- d) The Speaker of Lok Sabha

ANSWER- (b)

6. The financial jurisdiction of Insurance Ombudsman is:

- a) 30 lakhs
- b) 20 lakhs
- c) 10 lakhs
- d) 50 lakhs

ANSWER- (a)

7. "Consumer has the right to present before the appropriate forum or authorities all those matters which effect his interests " this right of consumer is termed as right to be

- a) informed
- b) heard
- c) safety
- d) educated

ANSWER- (b)

8. National Consumer Day is celebrated on-

- a) 24 December
- b) 15 March
- c) 25 December
- d) 24 March

ANSWER- (a)

9. As per section 2(1)(b) of Consumer Protection Act 1986, "complainant" means

- a) a consumer
- b) any consumer association registered under the Companies Act, 1956
- c) the Central Government or any State Government,
- d) All the above

ANSWER- (d)

10. Which International Standard deals with handling of consumer complaints by organisations?

- a) ISO 26000
- b) ISO 10000
- c) ISO 9000
- d) ISO 14000

ANSWER- (b)

## **ASSIGNMENTS**

### **ASSIGNMENT-1**

1. What is misleading advertising? State the major laws regulating advertising in India.
2. Discuss the role of RBI in the YES bank issue that arose recently.
3. Discuss any five recent developments in the field of consumer protection in India.
4. Discuss the role of consumer organisations in the area of consumer protection. Also, discuss in brief the functioning of any two consumer organisations in India.
5. List the provisions of Competition Act relating to regulation of Combinations and relevant market.

### **ASSIGNMENT-2**

1. Discuss the nature of problems faced by rural consumers in India.
2. Enumerate the difference between wholesale and retail distribution network. Also, mention the nature of pricing policy under wholesale and retail
3. Explain the various strategies that a marketer needs to adopt to build customer loyalty
4. Briefly explain the stages in the consumer buying process. Do all the consumers pass through all the stages in buying a toothpaste or a car? Explain the consumer buying process in purchasing a holiday package.

## **TEST**

### **SET-A**

**MAX. MARKS- 25**

**DURATION- 50 Minutes**

1. "Everyone in this World, of whatever status is a consumer, from birth to death." In the light of this statement explain the term 'consumer'  
(7)

**OR**

"Motivation is the driving force within individuals that impels them for action." Elucidate the reasons that motivate consumers to buy goods and services  
(7)

2. Explain the following terms as mentioned under Consumer Protection Act, 1986:  
(5)
  - a. Deficiency in service
  - b. Spurious goods and services
3. Write the composition, powers and jurisdiction of the District Forum under the Consumer Protection Act, 1986  
(7)
4. What is MRP? Is MRP a deceptive price? Explain  
(6)

### **SET-B**

**MAX. MARKS- 25**

**DURATION- 50 Minutes**

1. Who can file a complaint under the CPA, 1986 and on what grounds can he do so?  
(7)

**OR**

Discuss the concept of 'Consumer' as per the CPA with a suitable example. Is only an individual consumer eligible to file a complaint before a consumer forum? Justify.  
(7)

2. Explain the following terms as mentioned under Consumer Protection Act, 1986:  
(5)
  - a. Defect in goods
  - b. Unfair trade practice

3. What are 'advisory bodies' under the CPA? Explain their role and responsibilities.  
(7)
4. Explain the various laws which regulate advertising in India.  
(6)