

COURSE: B. COM (P)

SEMESTER: VI

PAPER: CONSUMER PROTECTION

MULTIPLE CHOICE QUESTIONS

1. Understanding consumer buying behaviour is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is:

- a. How much money is the consumer willing to spend?
- b. How much does the consumer need the product being offered for sale?
- c. How much does a discount or a coupon affect the purchase rate?
- d. How do consumers respond to various marketing efforts the company might use?

ANSWER- (d)

2. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

- a. Motive.
- b. want
- c. demand
- d. requirement

ANSWER- (a)

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

- a) Yes
- b) No

ANSWER- (a)

4. 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)

5. Who shall be the Chairman of the Central 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- (a)

6. On receiving the complaint the forum will direct the opposite party to answer on that within __ days

- a) 30
- b) 20
- c) 5
- d) 1

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. Any appeal against a forum must be done in a higher forum within ____ days

- a) 45
- b) 30
- c) 60
- d) 90

ANSWER- (b)

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. The minimum age limit of a person who can be a member in state commission is

- a) 65
- b) 70
- c) 35
- d) 60

ANSWER-(c)

ASSIGNMENT

ASSIGNMENT-1

1. Critically examine the various problems faced by both rural and urban consumers in market economy.
2. How can a marketing manager benefit from the post-purchase behaviour of consumers? Elucidate.
3. Briefly explain the various stages in the consumer buying process. Do all consumers pass through all the stages in buying, say toothpaste or a new car?
4. Explain the following terms with the help of examples:
 - a. MRP: A Deceptive Price
 - b. Grey Market

ASSIGNMENT-2

1. Write a note on consumer organisations and their role in the consumer movement. Mention any three Voluntary Consumer Organisations (VCOs) working for consumer welfare in India
2. When does advertising become misleading and deceptive? Discuss the various laws which regulate advertising in India.
3. Discuss the YES Bank issue and the role of RBI.
4. What are the recent developments in the area of Consumer Protection in India.

TEST

SET-A

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)

SET-B

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)