

(6 pages)

Reg. No. :

Code No. : 20456 E Sub. Code : SNCO 3 B

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Commerce

Non-Major Elective — CONSUMER AWARENESS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. When a buyer's behaviour is influenced by age, income, occupation, life system etc. than it is called as ————— factors?
(a) Social (b) Psychological
(c) Personal (d) Cultural
2. Food, cloth and shelter are popularly known as ————— major factors.
(a) Basic (b) Love needs
(c) Esteem (d) Safety

3. _____ is an outcome of sufferings and exploitation of consumers.
- (a) Consumerism (b) Adulteration
(c) Black marketing (d) Hoarding
4. Consumer Protection Act, 1986 enacted in _____.
- (a) 15 July 1986 (b) 24 October 1986
(c) 24 December 1986 (d) 1 January 1986
5. _____ is slowly growing in our country.
- (a) Consumer movement
(b) Consumer
(c) Public
(d) Technology
6. _____ provides the consumer must be assured whenever possible access to a variety of goods and services at competitive prices.
- (a) Right to consumer protection act
(b) Right to choose
(c) Right to safety
(d) Right to consumer education

7. The consumer protection council was working to promote and protect the rights of _____.
- (a) Wholesaler (b) Retailer
(c) Consumer (d) None
8. _____ will be chairman of central protection council.
- (a) Prime Minister
(b) President
(c) Judge
(d) Minister of consumer affairs
9. What is the limit of State Commission which is headed by a person of the level of High Court Judge established by the government in their respective states?
- (a) 5 Lakh to 1 Crore (b) 10 Lakh to 1 Crore
(c) 20 Lakh to 1 Crore (d) 50 Lakh to 2 Crore
10. A consumer is not satisfied with district forum. In how many days he can challenge the same and approach the State Commission?
- (a) 20 days (b) 30 days
(c) 50 days (d) 70 days

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the consumer buying decision.

Or

- (b) What do you mean by consumer behaviour?

12. (a) What information one should check before buying and packed food?

Or

- (b) Why consumer awareness spreading slowly?
Give any five reasons.

13. (a) Explain the rights of consumers.

Or

- (b) What is the role of 'Consumer Councils'?

14. (a) What are the objectives of Consumer Protection Act?

Or

- (b) Describe the need for consumer protection in India.

15. (a) Explain the National Commission of Consumer Protection Act.

Or

- (b) Critically examine the Consumer Protection Act, 1986.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What are the various types of consumers?

Or

- (b) Explain the characteristics of buyer behaviour.

17. (a) How are consumers exploited in the market place? Explain.

Or

- (b) Discuss the consumer exploitation in India.

18. (a) How does right to safety help consumer? Explain with an example.

Or

- (b) Explain the factors which gave birth to the 'consumer movement' in India.

19. (a) Explain the role of three tier quasi-judicial setup for redressal of consumer disputes in India.

Or

- (b) What is Consumer Protection Act 1986? Explain its advantages.

20. (a) How do Consumer Protection Councils help consumer? Explain.

Or

- (b) How does the Government of India protect the interest of consumers? Explain.
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