

NOVEMBER 2019

65171/KDACC

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. Define consumerism.
2. What is the main aim of consumer movement?
3. Why do consumers need to be aware?
4. Write a note on caveat emptor.
5. What is meant by unfair trade practice?
6. Give the meaning of Ombudsman.
7. What do you mean by national forum?
8. What are consumer pressure groups?
9. What is consumer protection council?
10. Give a short note on grievance.
11. Define consumer satisfaction.
12. What are the 4 types of social responsibility?

II M.COM - Consumer Rights and Education.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. What is consumerism and its effects?
14. Explain the exception of buyer beware concept.
15. Mention the rights of consumers.
16. How can you prevent unfair trade practices?
17. Describe about district consumer redressal forum.
18. What are the functions of consumer organization?
19. Explain the importance of consumer satisfaction.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. What is consumerism? How does consumerism affect our society?
21. Describe the responsibilities of consumers.
22. Explain the doctrine of caveat emptor.
23. Discuss the main functions of consumer protection councils.

24. Explain the consumer care mechanism available in the private sector.

25. Why consumer communication is important? What are its benefits?