

Time : Three hours

Maximum : 75 marks

## SECTION A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. Write the concept of 'Consumerism'.
2. What is Consumer Information Gap ?
3. What do you mean by 'Intuitionism'?
4. What is 'Consumer privacy'?
5. What is 'Consumer Dispute'?
6. What is Unfair Trade practice?
7. What do you mean by "Corporate social responsibility"?
8. What do you mean by value marketing?
9. What are the categories of ethics?
10. What is described as the Societal Marketing Concept?

11 M-Com - Consumer Rights and Education.

11. What is Socialisation process?

12. What is consumer market?

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions, each in 200 words.

13. Write about 'Consumer Movement in India'.

14. Write the benefits of consumer education to business and to the society.

15. Write about 'Consumer Dispute'.

16. List out some of the Legislation for consumer protection in India.

17. Discuss the role of corporate social responsibility, towards society.

18. What are the rights of consumer?

19. What are the consumer care mechanism followed in public sector?

SECTION C — (4 × 10 = 40 marks)

Answer any FOUR questions, each in 500 words.

20. Explain the term 'Complainant' and complaint according to consumer protection act 1986.

21. Evaluate the need for regulations and laws designed to protect consumers.

22. Discuss about the functions of consumer protection council.

23. Discuss the role of Consumer Disputes Redressal Agencies.

24. Explain the need of educating consumers.

25. Write about the social policy and consumer protection.