

END SEMESTER EXAMINATION

Consumer Affairs and Customer Care: CMCC0104

Total Marks: 100

Duration: 3 hrs

1. Answer the following questions:

[1X10=10]

- i. Customers are the individuals and businesses that purchase goods and services from another business. [True or False] [CO1]
- ii. Although consumers can be customers, consumers are defined as those who consume or use market goods and services. [True or False] [CO1]
- iii. A market in a state of perfect competition is necessarily characterized by a high number of active buyers and sellers. [True or False] [CO2]
- iv. In the nearby area a milkman adulterates the milk with water and sells in the locality. Can all the consumers form a group and file a case? [True or False]. [CO2]
- v. Consumer Protection Act is significant to: [CO2]
 - a) Immovable Goods
 - b) Movable Goods
 - c) Particular Goods and Services
 - d) All Goods and Services
- vi. Identify the relevant rights of a consumer being violated in the following case: A bottle of acid sold but the cap was not properly sealed. [CO2]
- vii. Identify the relevant rights of a consumer being violated in the following case: Medicine sold without date of manufacturing and date of expiring printed on its packaging. [CO2]
- viii. The Advertising Standards Council of India (ASCI) was established in which year? [CO1]
 - a) 1985
 - b) 1986
 - c) 1987
 - d) 1987
- ix. Bureau of Indian Standards works under aegis of - [CO1]
 - a) Department of Heavy Industry
 - b) Ministry of Consumer Affairs, Food & Public Distribution
 - c) Ministry of Micro Small and Medium Enterprises
 - d) Ministry of Commerce and Industry

- x. Complaints and grievance are one and the same thing. [CO1]
- True
 - False
 - Cannot be determined
 - None of these

2. Answer briefly any five of the following questions: [3X5=15]

- All customers are public but all public are not customers. Elucidate [CO2]
- Write a note on "Price Skimming" [CO2]
- Write short note on importance of consumer protection. [CO2]
- State any two examples of consumer exploitation. [CO2]
- What is the information do you expect to get under the right to consumer education? [CO2]
- Discuss the objectives of Advertising Standard Council of India (ASAI) in consumer protection. [CO2]

3. Answer any five of the following questions [7X5=35]

- Discuss the basic characteristics of customer. [CO1]
- Define market and discuss the characteristics of market [CO1]
- Advise Rohan to adopt the relevant ways and means of consumer protection in this case: Rohan had received a faulty bill from the electricity Department and could not settle the matter amicably. Where should he go and what can he do? Illustrate your answer with suitable examples. [CO3]
- Explain the meaning, features with suitable examples of unfair trade practices and restrictive trade practices practiced by seller/manufacturer. [CO2]
- Discuss the role of Reserve Bank of India (RBI) and Foods Safety and Standards Authority of India (FSSAI) in protecting the interests of consumers of food products and banking in India. [CO3]
- Explain the role of consumer organizations and NGOs in protection and promotion of interest of consumers. Enumerate some of the names of important organizations and NGOs functioning in India. [CO2]

4. Answer any four of the following questions [10X4=40]

- Explain customer satisfaction and discuss the ways to satisfy customer needs. [CO3]
- Describe the grounds of filing a complaint by a consumer? Also explain the procedure for filing and hearing of a complaint. [CO3]
- What are the different rights and remedies available to a consumer under the Consumer Protection Act, 2019? [CO3]

- iv. Describe the different regulations enacted from time to time which provide legal protection to consumers in India? Also mention in brief about any one leading case of consumer protection in India. [CO3]
- v. What is meant by consumer protection? Discuss the ways and means of consumer protection in India. [CO3]
- vi. What determines price? What is the difference between price and cost? [CO2]