

(7 pages)

Reg. No. :

**Code No. : 12084 E Sub. Code : EECO 42/
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B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2025.

Fourth Semester

Commerce/Corporate Secretaryship

Elective — CONSUMERISM AND CONSUMER
PROTECTION

(For those who joined in July 2023 only)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The term 'Consumerism' refers to
 - (a) Encouragement of consumer spending
 - (b) Movement to promote the interests of consumers
 - (c) Policy of reducing Imports
 - (d) Promotion of luxury brands
2. Which of the following is NOT related to consumerism?
 - (a) Fair trade practices
 - (b) Consumer rights
 - (c) Consumer education
 - (d) False advertising
3. One of the main needs for consumerism is
 - (a) Increased supply
 - (b) Globalization
 - (c) Consumer exploitation by business
 - (d) Industrial Revolution
4. Underweight measures in consumer exploitation refer for.
 - (a) Selling products that are smaller than advertised
 - (b) Offering discounts on heavier products
 - (c) Providing full weight but charging for less
 - (d) Increasing the weight of goods at no extra cost

5. The "Bill of Consumer Rights" was announced by
- (a) Franklin D. Roosevelt
 - (b) Barack Obama
 - (c) John F. Kennedy
 - (d) Ronald Reagan
6. Which right is NOT included in the Consumer Protection Act?
- (a) Rights to Unlimited Returns
 - (b) Right to Redress
 - (c) Right to Safety
 - (d) Right to be Heard
7. Which of the following is a recent trend in a consumerism in India?
- (a) Decreased use of digital platforms
 - (b) Increased focus on sustainable products
 - (c) Reduced consumer awareness
 - (d) Limiting choices for consumers

8. Which is a common issue Indian consumers faces?
- (a) Excellent after-sales services
 - (b) Substandard quality goods
 - (c) Free returns
 - (d) Transparent pricing
9. Appeals from the District Commission go to the
- (a) Supreme Court
 - (b) State Commission
 - (c) Lok Sabha
 - (d) NCDRC
10. What is the primary purpose of the Consumer Protective (Amendment) Act, 2019?
- (a) To enhance consumer rights and streamline dispute relation
 - (b) To increase the prices of goods and services
 - (c) To eliminate all forms of marketing
 - (d) To prevent consumer education

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Describe any five principles of consumerism.

Or

- (b) Write a short note on the origin of the consumer movement in India.

12. (a) Explain the issue of high prices as a form of consumer exploitation.

Or

- (b) What are the legal remedies available to a consumer in case of substandard products?

13. (a) Explain the necessity of the Right to be Heard in ensuring consumer justice.

Or

- (b) What are the duties of a responsible consumer?

14. (a) What are the five important reasons behind the increasing consumerism in India?

Or

- (b) Examine the trend of sustainability in consumerism.

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15. (a) What is the need for consumer protection in India?

Or

- (b) Mention the objectives of the Consumer Protection Councils.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the objectives and achievements of the consumer movement.

Or

- (b) Discuss the importance of consumerism in protecting consumers from exploitation.

17. (a) Highlight the major barriers consumers face when attempting to file complaints or take action against exploitation.

Or

- (b) Examine the challenges faced by consumers in protecting themselves from exploitation.

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18. (a) How do consumer duties support and strengthen consumer rights? Explain.

Or

- (b) Elaborate on the various types of consumer rights and their significance in protecting consumers.
19. (a) Analyze recent trends in consumerism in India.

Or

- (b) Assess the role of consumer protection laws in safeguarding consumer rights in India.
20. (a) Illustrate the various steps involved in filing a complaint in a consumer court.

Or

- (b) Describe the Consumer Dispute Redressal Mechanism established under the Consumer Protection (Amendment) Act, 2019.