

(7 pages)

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B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2026.

Fourth Semester

Commerce/Corporate Secretaryship

Elective — CONSUMERISM AND CONSUMER
PROTECTION

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following best defines consumerism?
 - (a) The practice of buying goods and services in large quantities
 - (b) A social movement advocating for the rights and interests of consumers
 - (c) The act of producing goods for sale
 - (d) A marketing strategy to increase sales

2. The Consumer Protection Act in India was enacted in which year?
 - (a) 1986
 - (b) 1991
 - (c) 2000
 - (d) 2010

3. What is consumer exploitation?
 - (a) Providing high-quality products to consumers
 - (b) Taking unfair advantage of consumers through deceptive practices
 - (c) Offering discounts and promotions
 - (d) Educating consumers about their rights

4. Poor after-sales service can lead to:
 - (a) Increased customer satisfaction
 - (b) Enhanced brand loyalty
 - (c) Consumer frustration and distrust
 - (d) Higher sales volume

5. The "Right to Information" allows consumers to:
 - (a) Demand lower prices
 - (b) Access accurate information about products and services
 - (c) Return defective products
 - (d) Receive free samples

6. Which of the following is a duty of consumers?
- (a) To be aware of their rights
 - (b) To misuse products
 - (c) To ignore product instructions
 - (d) To demand refunds without reason
7. Which of the following is a primary reason for the growth of consumerism in India?
- (a) Decreased disposable income
 - (b) Increased awareness of consumer rights
 - (c) Limited access to information
 - (d) Declining population
8. A significant problem faced by consumers in India is
- (a) Abundance of product choices
 - (b) High levels of consumer satisfaction
 - (c) Lack of awareness about consumer rights
 - (d) Effective grievance redressal mechanisms

9. What is the primary purpose of the Consumer Protection Council?
- (a) To promote consumer awareness and protect consumer rights
 - (b) To regulate prices of goods and services
 - (c) To provide loans to consumers
 - (d) To manage government subsidies
10. The District Consumer Disputes Redressal Forum is established to
- (a) Handle consumer disputes at the national level
 - (b) Address consumer grievances at the district level
 - (c) Provide legal representation to consumers
 - (d) Regulate the prices of essential commodities

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What are the main objectives of consumer movements?

Or

- (b) Explain the significance of consumer education in promoting consumerism.

12. (a) What role does consumer awareness play in preventing exploitation?

Or

- (b) Discuss the various forms of consumer exploitation.

13. (a) Identify how the "Right to Safety" can impact product design and manufacturing.

Or

- (b) What are the duties of consumers in relation to their rights?

14. (a) How do cultural influences shape consumer preferences in India?

Or

- (b) Discuss the impact of globalization on consumer behaviour in India.

15. (a) Explain the structure and functions of the State Consumer Protection Council.

Or

- (b) Elucidate the process of appeal in the consumer dispute redressal mechanism.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Discuss the historical context of consumer movements in India.

Or

- (b) Enumerate the need and importance of consumer movements in today's market.

17. (a) Explain the role of consumer advocacy groups in combating exploitation.

Or

- (b) Elaborate the challenges consumers face in addressing exploitation.

18. (a) Write about the challenges faced by consumers in exercising their rights.

Or

- (b) Explain the role of technology in promoting consumer rights and education.

19. (a) Discuss the reasons for the growth of consumerism in India.

Or

- (b) Evaluate the problems faced by consumers in India, including issues related to product quality, misleading advertisements, and inadequate consumer education.

20. (a) Explore the role of consumer advocacy groups in supporting consumers within the dispute redressal framework.

Or

- (b) Examine the impact of the Consumer Protection Act, 2019, on the consumer dispute redressal mechanism.
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