

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 5293

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Your Roll No.....

Unique Paper Code : 290564

Name of the Course : **B.A. (Prog.) Application Course**

Name of the Paper : Consumer Affairs – I

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **four** questions in all.
3. **All** questions carry equal marks.

1. (a) Briefly explain the stages in the buying decision process. Do all consumers pass through all the stages in buying, say, toothpaste or a new car ?
(b) Who is a consumer ? Explain it from business and legal perspective ?

2. (a) “Consumers buy products and services for various reasons and different people can have different reasons for purchasing the same product”. What motivates consumers to buy: Elucidate the statement ?
(b) Define consumer surplus ?

3. What is a market ? Explain the various types of problems faced by rural and urban consumers regarding products and services ?

4. Explain the various rights available under Consumer Protection Act 1986 for consumer protection in India ? Also mention when is World Consumer Right’s Day and National Consumer Day celebrated ?

P.T.O.

5. Briefly explain how consumer interest is sought to be protected through the various advisory and adjudicatory bodies under the Consumer Protection Act, 1986 ?
6. (a) Explain the role of BIS in establishing national standards ?
(b) Write about the concept of comparative testing.
7. Briefly explain the social, ethical and legal aspects of advertising and sales promotion in India ?
8. Write short notes on any **two** :
 - (a) Influence of media on consumers
 - (b) Consumer Organisation and consumer movement
 - (c) Sustainable consumption
 - (d) MRP – a deceptive price