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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.COM.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
IV	PART - III	ELECTIVE GENERIC - 4	U23CO4A4	CONSUMERISM AND CONSUMER PROTECTION

Date & Session: 03.05.2025/AN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Consumerism is the protest of consumer against. a) Unfair trade practices b) Know their needs c) Consumer expectation d) Provide useful information
CO1	K2	2.	Who purchased the goods and services from the market for his/her end use is called? a) Customer b) Consumer c) Buyer d) All the above
CO2	K1	3.	The price of a product is steadily increasing, when some trader buy in bulk and hold them is a. a) Product risk b) Adulteration c) Artificial demand d) Witness of product
CO2	K2	4.	The standardised mark on Jewellery is. a) ISI b) Hallmark c) ISO d) FESSAI
CO3	K1	5.	Consumer movement started rising in India as a social force due to. a) Underweight b) Unfair trade practices c) Adulteration d) All the above
CO3	K2	6.	Consumers have the _____ against unfair trade practices and exploitation. a) Right to reject b) Right to seek redressal c) Right to choose d) Right to information
CO4	K1	7.	Which of the following is not a right of consumers? a) Right to safety b) Right to be informed c) Right to choose d) Right to constitutional remedies
CO4	K2	8.	Rights of consumers are protected under consumer protection act. a) 1986 b) 1989 c) 1991 d) 1996
CO5	K1	9.	The district level court deals with consumer disputes cases involving claims up to. a) Rs.20 lakhs b) Rs.50 lakhs c) Rs.70 lakhs d) Rs.90 lakhs
CO5	K2	10.	Which of the following is not an organisation working for consumer protection? a) Consumer voice b) Consumer forum c) Customer utility and Trust society d) None of these

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	11a.	Discover the concept of consumerism. (OR)
CO1	K3	11b.	Distinguish between customer and consumer.
CO2	K3	12a.	Describe the various forms of consumer exploitation. (OR)
CO2	K3	12b.	“Consumer awareness is essential to avoid exploitation in the market place” – Justify.
CO3	K4	13a.	Determine the requisites of a consumer rights. (OR)
CO3	K4	13b.	Categorise the duties of consumers.
CO4	K4	14a.	Analyse the problems faced by the consumers in India. (OR)
CO4	K4	14b.	Illustrate the benefits of consumerism.
CO5	K5	15a.	Write a detailed note on consumerism. (OR)
CO5	K5	15b.	Explore the purpose of consumer protection council.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	16a.	Explain the purpose of consumerism in India. (OR)
CO1	K3	16b.	Discover the concept of consumer movements in India.
CO2	K4	17a.	Analyse the causes of consumer exploitation. (OR)
CO2	K4	17b.	Examine the challenges of consumer exploitation.
CO3	K4	18a.	Infer the Theories of John F.KKennedy's Consumer bill of rights. (OR)
CO3	K4	18b.	Determine the various forms of consumer rights.
CO4	K5	19a.	Illustrate the recent trends in consumerism. (OR)
CO4	K5	19b.	Summarise the reasons for slow growth of consumerism in India.
CO5	K5	20a.	Determine the functions of consumer protection council. (OR)
CO5	K5	20b.	Discuss the duties of consumer dispute redressal mechanism.