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



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 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: 11.11.2025/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.	Which of the following is NOT a feature of consumerism? a) Protecting consumers from exploitation b) Educating consumers about their rights c) Encouraging monopolies d) Promoting ethical business practices
CO1	K2	2.	Consumer movements started in_____. a) 18th century b) 19th century c) 20th century d) 21st century
CO2	K1	3.	The Right to Safety ensures_____. a) Protection from dangerous goods b) Freedom to buy anything c) The right to bargain for a lower price d) All of the above
CO2	K2	4.	The Right to Information helps consumers by_____. a) Protecting them from misleading advertisements b) Encouraging them to buy more products c) Stopping businesses from selling products d) Making them accept defective goods
CO3	K1	5.	The biggest challenge in consumer protection in India is_____. a) Excessive taxation b) Lack of consumer awareness c) Too many government policies d) High level of competition
CO3	K2	6.	Which of the following is a recent trend in consumerism? a) Decrease in online shopping b) More legal protection for consumers c) No changes in consumer protection laws d) Reduced consumer rights
CO4	K1	7.	The latest amendment to the Consumer Protection Act was in: a) 2000 b) 2010 c) 2019 d) 2022
CO4	K2	8.	Consumer courts are also known as _____. a) Family courts b) Consumer Dispute Redressal Forums c) Business Advisory Boards d) High Courts
CO5	K1	9.	Which is the highest authority in consumer protection in India? a) District Forum b) State Commission c) National Commission d) Supreme Court

CO5	K2	10.	The penalty for false advertisements under the Consumer Protection Act 2019 can be up to _____. a) ₹5 lakh b) ₹10 lakh c) ₹50 lakh d) ₹1 crore
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Define consumerism and explain its significance in modern society. (OR)
CO1	K3	11b.	Discuss the evolution of consumerism and its impact on business practices.
CO2	K3	12a.	Examine the role of advertisements in influencing consumer behaviour. (OR)
CO2	K3	12b.	Explain how consumer exploitation occurs and give examples.
CO3	K4	13a.	Analyse the impact of globalization on consumerism. (OR)
CO3	K4	13b.	Discuss the key provisions of the Consumer Protection Act, 2019.
CO4	K4	14a.	Describe the role of the Central Consumer Protection Council in safeguarding consumer interests. (OR)
CO4	K4	14b.	Comment the role of consumer courts in dispute resolution
CO5	K5	15a.	Interpret the challenges faced in implementing consumer protection laws in India. (OR)
CO5	K5	15b.	Justify the significance of consumer awareness campaigns and their effectiveness.
Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	16a.	Discuss the objectives and importance of consumer movements. (OR)
CO1	K3	16b.	Analyse the causes and consequences of consumer exploitation with examples.
CO2	K3	17a.	Discuss how globalization has influenced consumerism and consumer rights. (OR)
CO2	K3	17b.	Compare and contrast consumerism in developed and developing countries.
CO3	K4	18a.	Examine the significance of the Consumer Protection Act, 2019, in safeguarding consumer rights. (OR)
CO3	K4	18b.	Inference the various consumer rights recognized under consumer protection laws.
CO4	K4	19a.	Analyse the duties and responsibilities of consumers in ensuring fair trade practices. (OR)
CO4	K4	19b.	Comment the structure and functioning of consumer courts in India.
CO5	K5	20a.	Explain the role of online dispute resolution (ODR) in consumer protection in e-commerce. (OR)
CO5	K5	20b.	Discuss the importance of consumer education in empowering buyers against exploitation.