

(6 pages)

Reg. No. :

**Code No. : 31053 E Sub. Code : EECO 42/
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B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2025.

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. Why is consumerism essential in a market economy?
 - (a) It allows businesses to ignore product quality
 - (b) It ensures monopolistic dominance
 - (c) It empowers consumers to make informed choices
 - (d) It reduces competition among sellers

2. Consumerism promotes:
 - (a) Blind consumption
 - (b) Consumer awareness and responsibility
 - (c) Corporate dominance
 - (d) Price hike
3. Charging prices higher than the MRP falls under which form of exploitation?
 - (a) Adulteration
 - (b) Substandard quality
 - (c) High prices
 - (d) False claims
4. One major challenge in addressing consumer exploitation is:
 - (a) The lack of consumer awareness
 - (b) Over-regulation of markets
 - (c) Increase in product availability
 - (d) High levels of consumer education
5. The Right to Consumer Education focuses on:
 - (a) Teaching consumers how to bargain
 - (b) Ensuring awareness of rights and responsibilities
 - (c) Providing free products
 - (d) Promoting luxury goods

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6. Under the Consumer Protection Act, the rights of a consumer do not include to be
- (a) Safety (b) Choose
(c) Presented (d) Informed
7. One major problem faced by consumers in India is:
- (a) Excessive regulation on trade
(b) High levels of consumer awareness
(c) Product quality and misleading advertisements
(d) Abundance of choices in the marketplace
8. Which of the following is a recent trend in consumerism?
- (a) Decreased online shopping
(b) Increased focus on sustainability and ethical consumption
(c) Reduced consumer awareness
(d) Decline in brand loyalty

9. The Central Consumer Protection Council is headed by the:
- (a) Chief Justice of India
(b) Minister in charge of Consumer Affairs
(c) President of India
(d) Finance Minister
10. The District Consumer Protection Council is headed by:
- (a) District Collector (b) Local MP
(c) District Judge (d) Mayor

PART B — (5 × 5 = 25 marks)

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

11. (a) Infer the terms "consumer" and "customer" with suitable examples.
- Or
- (b) How does consumerism help in protecting consumer rights? Give examples.
12. (a) Explain the major causes of consumer exploitation.
- Or
- (b) How does a lack of proper after-sales service lead to consumer dissatisfaction?

13. (a) State the role of John F. Kennedy in the global consumer movement.

Or

- (b) In what ways does the Right to Safety benefit consumers?

14. (a) What are some of the significant recent trends in consumerism in India?

Or

- (b) What are the issues related to misleading advertisements faced by consumers?

15. (a) Describe the features of Consumer Protection Act.

Or

- (b) Why is consumer protection important in India?

PART C — (5 × 8 = 40 marks)

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

16. (a) Trace the historical development of the consumer movement globally and in India.

Or

- (b) Evaluate the role of government, NGOs, and media in promoting consumerism.

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17. (a) Identify and explain the causes that lead to the exploitation of consumers by sellers and service providers.

Or

- (b) Explain in detail the different forms of consumer exploitation.

18. (a) Analyze the significance of John F. Kennedy's Consumer Bill of Rights in shaping modern consumer protection laws.

Or

- (b) Describe the various types of consumer rights and their importance in protecting consumers.

19. (a) Identify and discuss the major problems faced by consumers in India.

Or

- (b) How can businesses adapt their strategies to align with ethical consumerism trends?

20. (a) Explain the functions of Central, State, and District Consumer Protection Councils.

Or

- (b) Discuss the process of filing, hearing, and appealing consumer complaints through the redressal system.

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