

(6 pages) **Reg. No. :**

**Code No. : 31053 E Sub. Code : EECO 42/
EECR 42**

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

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.

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.