

**UNIT – IV**

8. What are the recent developments in consumer protection movement ? How consumer knowledge protect consumer interests ?
9. What is ethical marketing ? How it helps in consumer protection ? Discuss the role of Advertising Standard Council of India in consumer protection.

Roll No. ....

**57554**

**BBA 6th Semester (N. S.) 2014-17  
Examination – April, 2019**

**CONSUMER PROTECTION**

**Paper : BBAN-604**

*Time : Three Hours ]*

*[ Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** Section A contains *eight* short answer type questions of *two* marks each. All the questions are *compulsory*. Section B attempt *four* questions in all, selecting *one* question from each Unit. All questions carry equal marks.

**SECTION – A**

1. Write short notes on the following :

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- (a) Caveat Vendor
- (b) Right to Safety
- (c) Consumer sovereignty
- (d) Complaint
- (e) Consumer awareness
- (f) Voluntary organization
- (g) Ethical advertising
- (h) Consumer information

**SECTION – B**

**UNIT – I**

2. Explain the concept of consumer. Discuss various types of consumers. Explain consumer buying motives.

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3. Discuss the doctrine of caveat emptor. Discuss various approaches to consumer protection. Why consumers need protection ?

**UNIT – II**

4. What is the Consumer Protection Act, 1986 ? Explain the structure and powers of state commission in detail.
5. Explain the procedure of filling a complaint in district forum. Who can file a complaint ? What are the reliefs available under the act ?

**UNIT – III**

6. What is competition act ? Discuss its important provisions. How these provisions have helped in consumer protection ?
7. Discuss the process of formation and registration of a voluntary consumer organization. Explain the role of media in spreading consumer awareness with examples.

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P. T. O.