

27/05/24
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Roll No.

Total Pages : 2

301605

May 2024

BBA (GEN) VI SEMESTER

Consumer Protection (BBA-GEN-605)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Who is considered a 'Consumer'? (1.5)
- (b) Why protection is needed for consumers? (1.5)
- (c) Describe the basic rights of a consumer. (1.5)
- (d) Is there any Consumer Protection Act in India ?
Comment. (1.5)
- (e) How do you see consumer awareness? (1.5)
- (f) Explain business self-regulation. (1.5)
- (g) Discuss how consumer knowledge protects them. (1.5)
- (h) What are the sources available to consumers, for protection? (1.5)

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- (i) What do you mean by voluntary consumer organizations? (1.5)
- (j) Define the concept of consumer sovereignty. (1.5)

PART-B

2. (a) Define in detail the various approaches to consumer protection. (10)
- (b) Describe the doctrine of caveat emptor and caveat venditor. (5)
3. (a) What is the process of filing a complaint and relief available to consumers in India? (7.5)
- (b) Discuss the role of media and government for consumer awareness. (7.5)
4. Discuss the basic provisions of Consumer Protection Act, 1986 of India. Write in detail about the organizational set up for consumers under this Act. (15)
5. How a voluntary consumer organization can be formed and registered? What is the role of these organizations in consumer protection? (15)
6. (a) Write a note on ethical marketing as an instrument of consumer protection. (7.5)
- (b) Describe the various types of consumers. (7.5)
7. Describe the recent developments in consumer protection movement. Discuss the role of advertising standard council of India in consumer protection. (15)